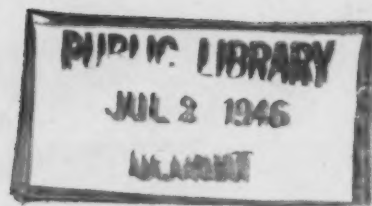


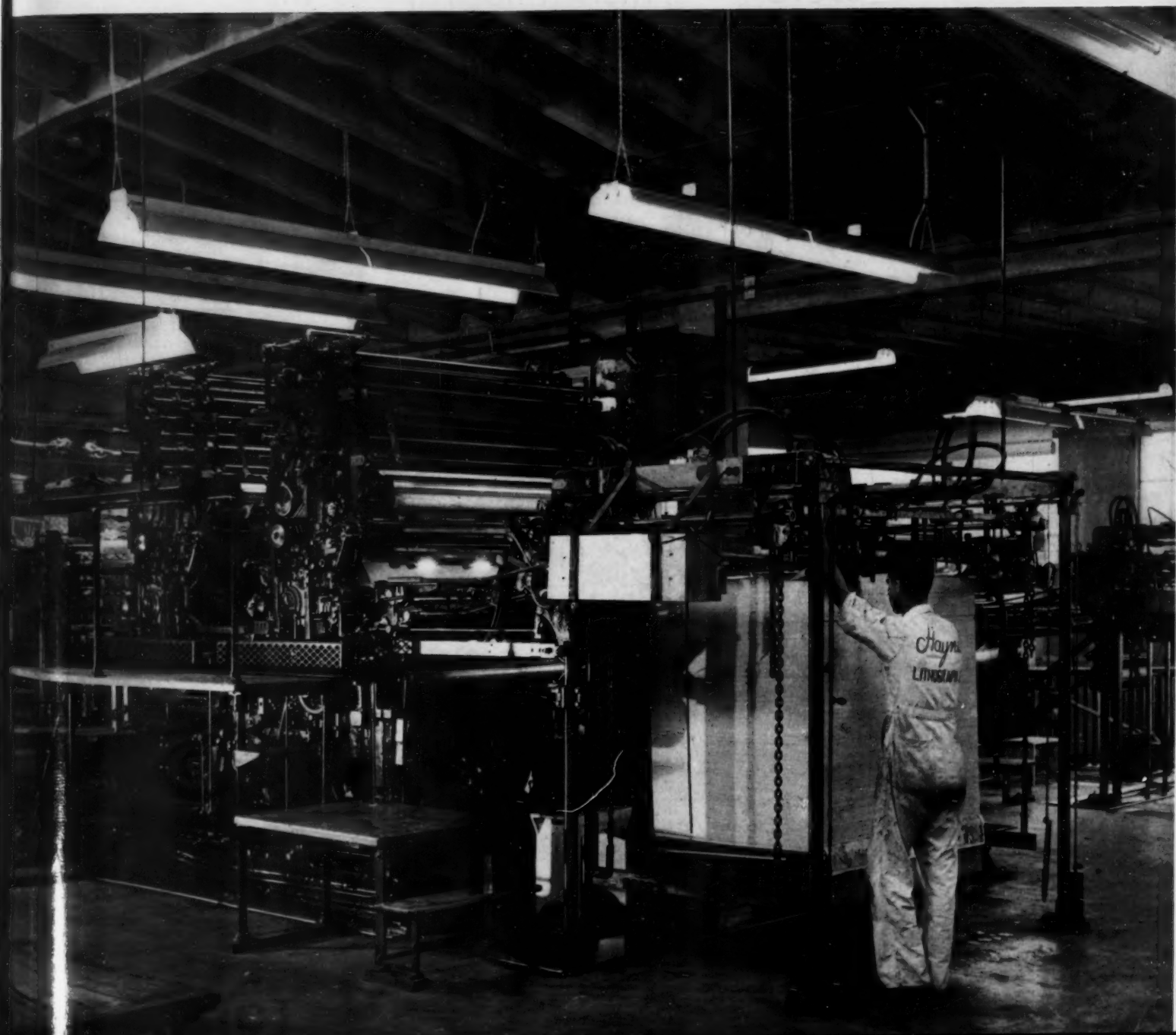
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# LITHOGRAPHY

JUNE • 1946 • VOLUME 14 • NUMBER 6

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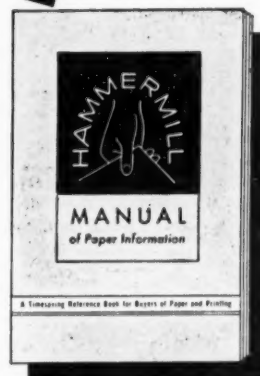
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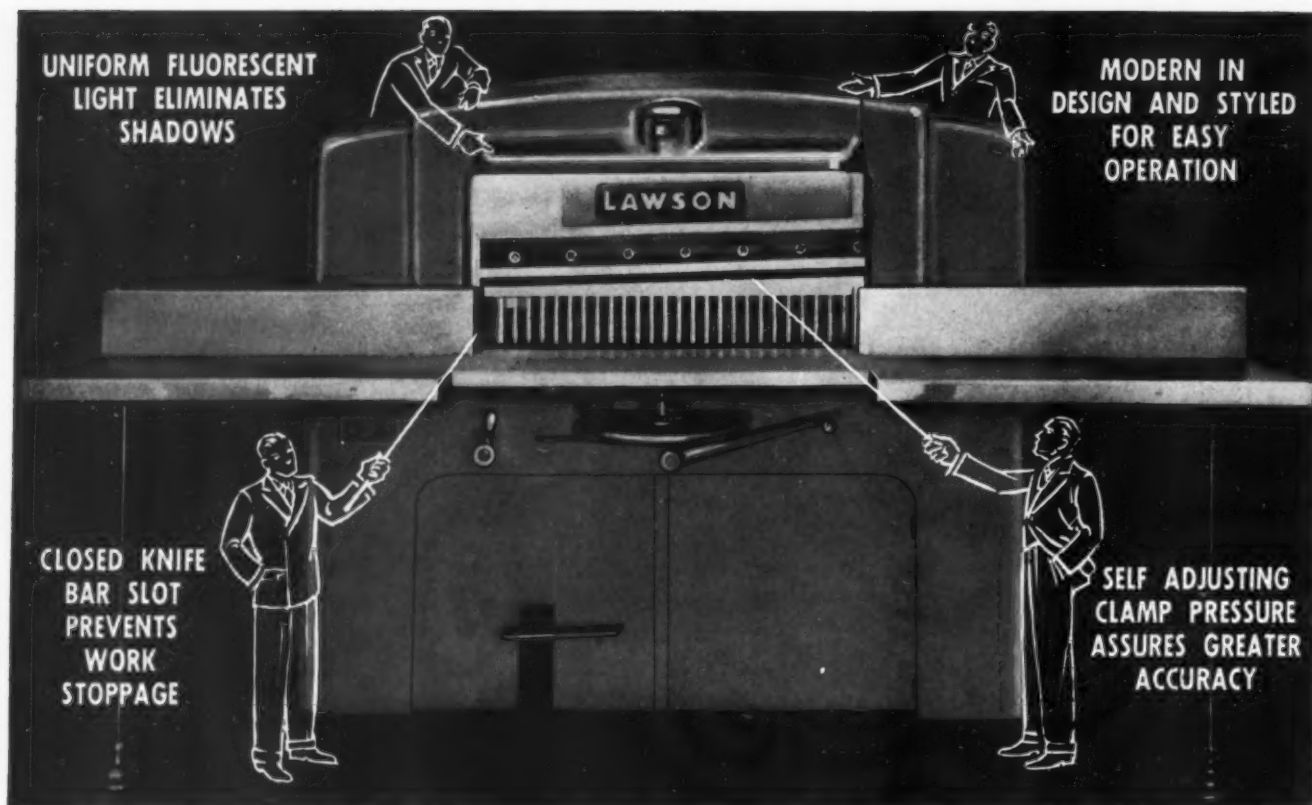
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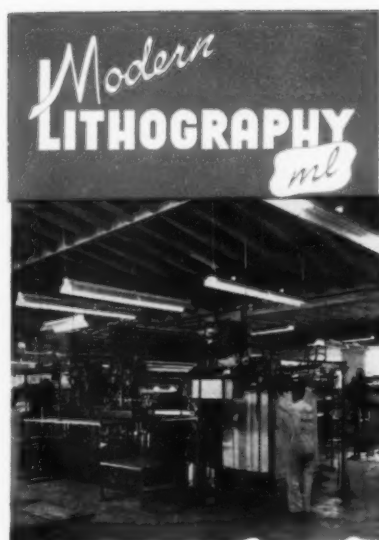
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MODERN LITHOGRAPHY



## THIS MONTH'S COVER

This scene in the pressroom of Haynes Lithograph Co., Silver Springs, Maryland, near Washington, D. C., is one of a series of photographs of the company's recently completed plant.

JUNE, 1946  
VOLUME 14, No. 6

## What You Will Find in this Issue

Editorials .....	25
LNA Meets in Atlantic City, Re-elects Loder .....	26
The Paper Outlook .....	31
<i>by George Olmsted, Jr.</i>	
LTF Elects Frazier; Assets Reach \$1,000,000 .....	34
<i>by E. H. Wadewitz</i>	
Selling Creative Printing .....	41
<i>by E. F. Schmidt</i>	
Choosing a Process Camera (Part Four, Conclusion) ...	45
<i>by Herbert P. Paschel</i>	
New Materials and Methods in the Graphic Arts .....	51
<i>by A. E. Giegengack</i>	
Through the Glass .....	55
About the Trade .....	57
Litho Club News .....	69
Equipment and Bulletins .....	77
Technical Briefs .....	85
Classified Advertisements .....	89
Index to Advertisements .....	93
Tale Ends .....	94



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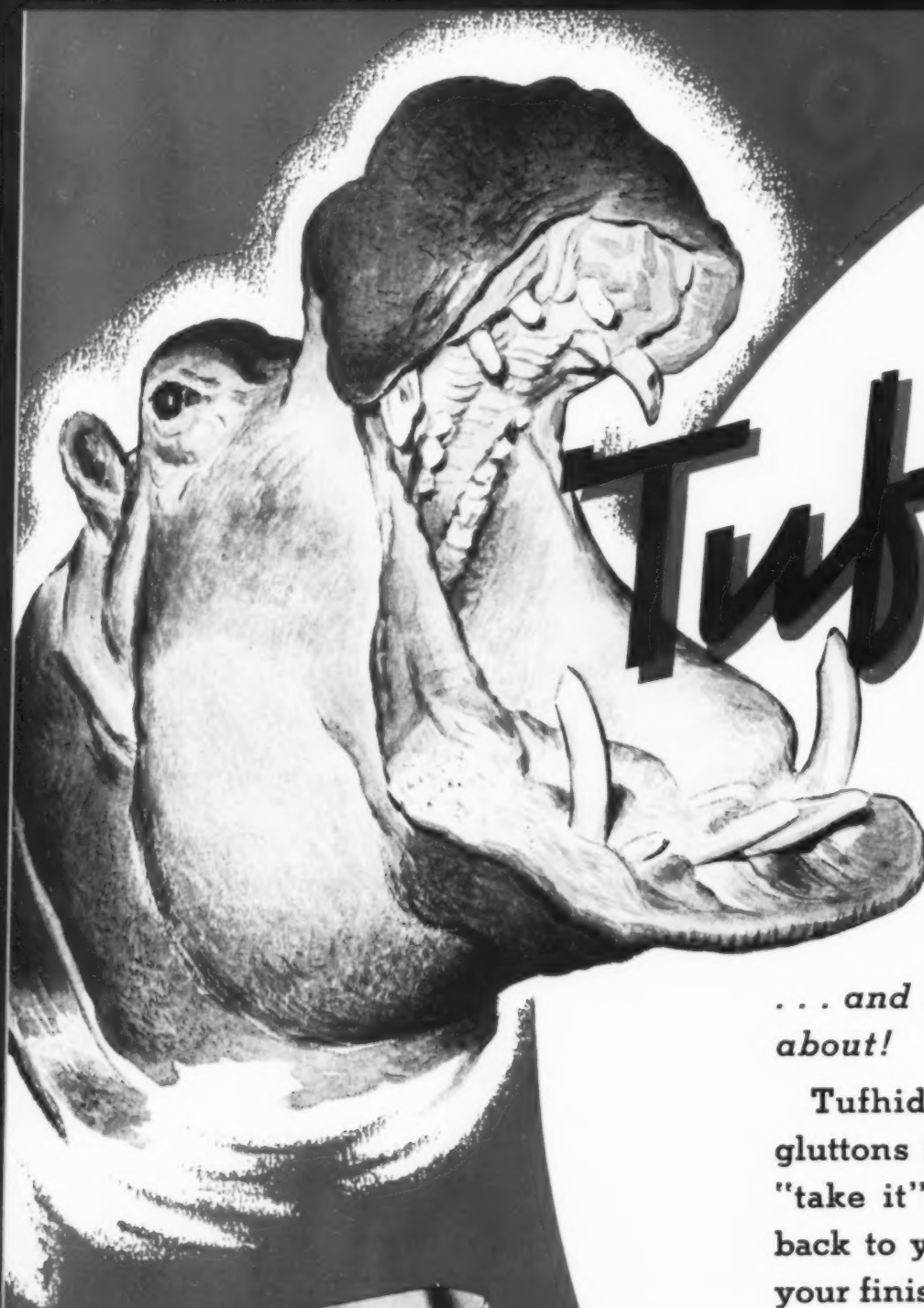
JUNE, 1946

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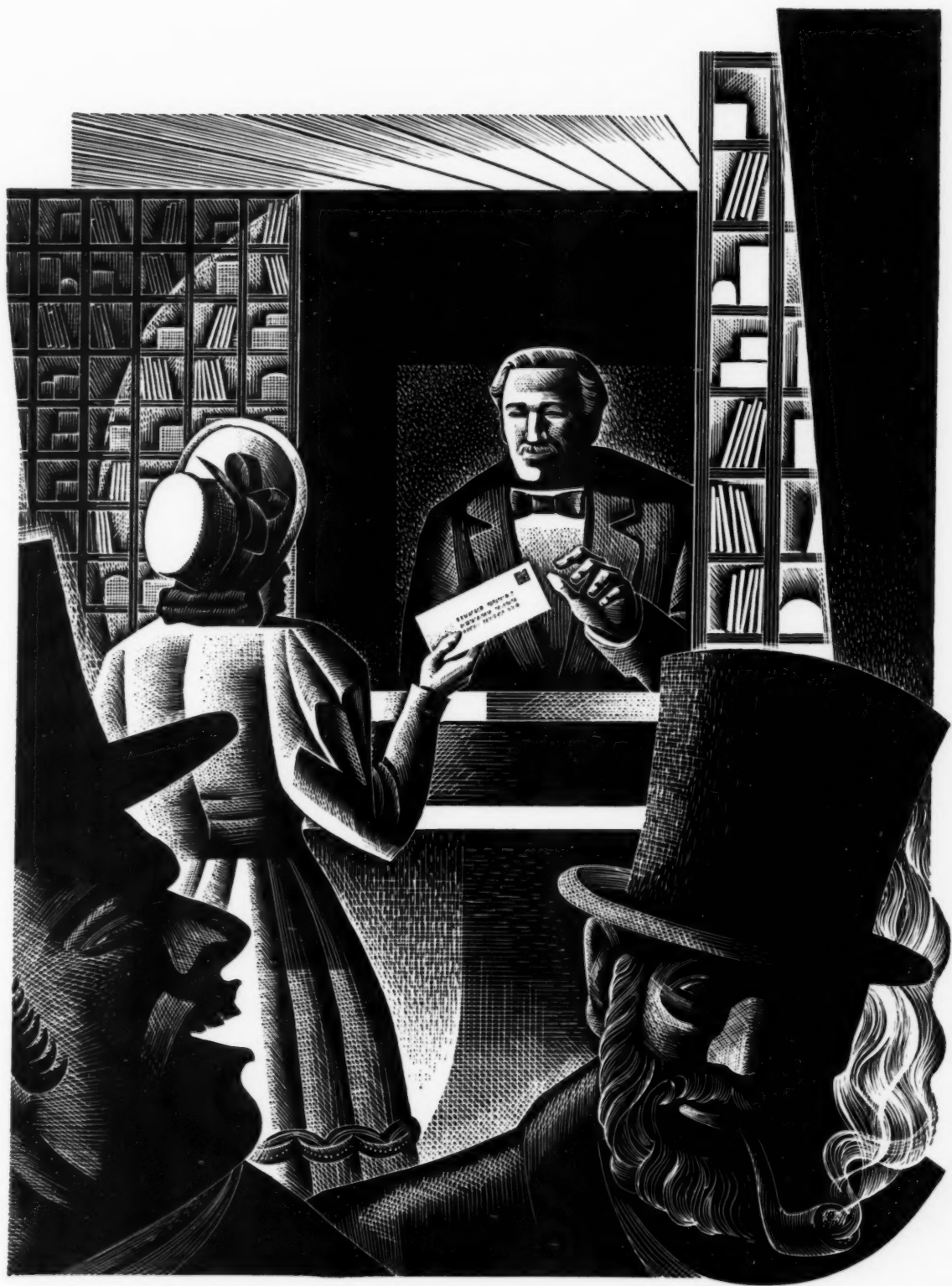


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JUNE, 1946



## PRIZE WINNERS ANNOUNCED IN IPI TENTH ANNIVERSARY ESSAY CONTEST



RICHARD ORANSKY

Winner of the Tenth Anniversary Special Award

### Prominent Men Act as Judges

Serving for the tenth consecutive year as Chairman of the judging committee was Harry L. Gage, Vice President of the Mergenthaler Linotype Co. He was assisted by such outstanding men as C. R. Counquergood, President, Canada Printing Ink Company, Ltd.; Major George Fielding Eliot; W. E. Griswold, Executive Director, Lithographic Technical Foundation, Inc.; and Frederick J. Libby, Executive Secretary, National Council for Prevention of War.

### Ohio School Wins Silver Cup

The Silver Cup for the school submitting the essay most attractively printed in color went to Timken Vocational High School, Canton, Ohio. Winner of the Silver Cup in previous contests, this school has usually placed high in all phases of the competitions.

### New Englander Takes Special Anniversary Award; Refugee Youth Also Places High Among 6,000 Entrants

Prize winners in the Tenth Annual Essay Contest, in which more than 6,000 students of printing in the United States and Canada competed, have just been announced by Fred Hartman, Educational Director of the National Graphic Arts Education Association, in cooperation with International Printing Ink, sponsors of these annual essay contests. Subject of the contest was, "Printing and World Peace".

Winner of the Tenth Anniversary Special Award was Richard Oransky, 18 year old senior of Portland High School, Portland, Me. A student of Industrial Arts he also is interested in radio and is already credited with 38 weeks of various teen-age news and variety shows broadcast by radio station WGAM.

First prize in the regular contest went to 17 year old Frank Brenner, of the New York School of Printing. Frank came to the United States via wartime England in 1943. At the age of ten Frank escaped from Nazi Germany to Great Britain where he experienced as many as twenty-one air raids in one day.



FRANK BRENNER

### Canadian and Brooklyn Youths Each Take Two Prizes

Sidney G. Simpson, of the School of Graphic Arts in Montreal, Canada, whose

essay placed second, also won first prize for producing the best printed entry. He intends to become a printer when his education is completed.

Third prize winner was Julius Kieves, 18 year old student at Brooklyn Technical High School. He, too, is a double winner. In addition to winning third prize he placed fifth in the competition for the best printed essay.

Julius intends to enter Cornell next fall to study electrical engineering.

Fourth prize went to Chandler R. Meloy of the John H. Francis Polytechnic High School, Los Angeles, California, and John Randolph of the Gerstmeier Technical High School, Terre Haute, Indiana, was recipient of fifth prize. Five dollars in Savings Stamps was awarded to each of the 25 runners-up.

### "Best Printed Essay" Awards

First prize for the Best Printed Essay went to Sidney G. Simpson, School of Graphic Arts, Montreal, Canada, second prize to Catherine Ross Sheppard, N. R. Crozier Technical High School,



SIDNEY G. SIMPSON

Dallas, third prize to Ernest Schiff, Murrell Dobbins Vocational School, Philadelphia, fourth prize to Barbara Dalton, J.C. Murphy Junior High School, Atlanta, and fifth prize to Julius Kieves, Brooklyn.

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## Labor Relations

We are serving our members in the field of labor information and counsel. Close up experience in labor negotiations—continuing studies of wage economics—information regarding wage scales and labor contracts throughout the entire lithographic industry—aggressive action in the jurisdictional dispute over lithographic pressmen and plate makers—these are some of the more salient points in our labor program and the value of such services, the need for such insurance should never be underestimated.

## Uniform Accounting and Cost System

Our uniform system has become recognized as tops—completely anticipates every possible need. Many of these systems have been installed and are working today—helping lithographers to know what they are spending for, what they get . . . helping them keep production costs within competitive limits. This is available to members and is another field in which we serve.

## Production Costs Analysis

The NAPL Economy Hourly Cost Survey is now in process of revision and when this is complete will provide a completely new standard of comparison by which lithographic operating costs may be judged. Our previous survey enabled NAPL members to measure their production costs by a budgeted yard stick . . . in its revised form this survey will modify that yard stick to present day costs.

NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS  
1776 Broadway

New York 19, N. Y.

Walter E. Soderstrom, Executive Secretary

## Trade Practices

Who owns the lithographic negatives and plates? That question still comes up and when it does we can supply an overwhelming mass of legal precedent favoring the lithographers. More often than not this will settle any such dispute with no further reference to the courts and our "Trade Customs" have frequently served the same function in instances which are too diverse to mention. These NAPL Trade Customs have served as evidence and their wide usage and acceptance by the industry have made them authoritative. This is another service which has meant dollars and cents savings to our members.

## New Competition

A novice in any business is frequently his own, and everyone else's worst enemy. Right now many newcomers are casting more than just glances at lithography's phenomenal growth and, right now, we are trying to help anyone who wants to get into this industry with sound advice. We cannot and do not attempt to say "Yes" or "No"—you shall or you shall not. We can only advise, point out the booby traps, counsel prudence. Nor is this purely altruistic . . . established lithographers, our members will welcome a broadening of the industry only if it comes on a sound competitive basis. We do not want our path cluttered with some one else's failures; so; we, for the industry, are distributing to the entire Graphic Arts Industry a little booklet which should be of real value to those considering lithographic installations. We will continue serving the entire industry now and for the future.

## There Is A Big Job Ahead

We can be of real service to you, the producer of lithography, you who wish to enter the lithographic field, you who have services or supplies for lithographers. The National Association of Photo-Lithographers has constantly increased in membership since its organization thirteen years ago. You owe it to yourself to find out why lithographers so consistently stay with us.

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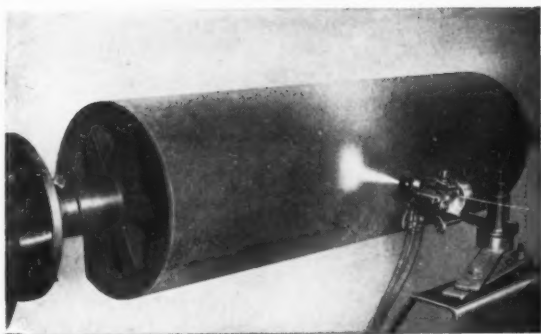
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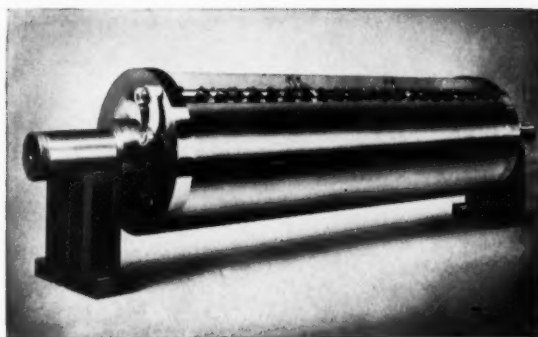
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Tickle Engineering is equipped to spray any metal obtainable in wire form, on any surface round or flat, if it is a printing press cylinder, water trough, or the inside of a tank.

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# LEND A HAND

## Support the Lithographic Industry's Organization for Better METHODS — MATERIALS — MEN

We celebrate two important anniversaries this year — the 150th anniversary of Senefelder's discovery of lithography and the 25th anniversary of the development of the idea of a lithographic technical foundation.

There could be no better time for more individuals among the 800 lithographers and supplier members interested in the advancement and improvement of lithography to lend a hand. The goal of practical, properly sized and budgeted research and educational programs is in sight. It can be reached with the burden of cost widely and properly distributed, insurance for the future properly provided for in endowment, trained personnel and adequate facilities, if every member will add to his financial support a little action in his plant and community.

See that your associates and employees in your plant, and your suppliers and their representatives know all about and support the LITHOGRAPHIC TECHNICAL FOUNDATION—its aims, objectives, publications, courses, research accomplishments.

L. T. F. is ready to help you. Show your appreciation by being a go-getter for L. T. F.

1. Get annual dues memberships up to \$100,000.
2. Get Employee Training Courses in use in plants and properly organized schools.
3. Get present texts, manuals, research bulletins and other L. T. F. publications in wider use.

Understand the benefits of being a L. T. F. member and constantly point them out to non-members. Send names of prospective members, lithographers or suppliers to LITHOGRAPHIC TECHNICAL FOUNDATION, INC., 131 East 39th Street, New York 16, N. Y.

## FUCHS & LANG DIVISION

(ESTABLISHED 1870) • SUN CHEMICAL CORPORATION

100 SIXTH AVENUE, NEW YORK 13, N. Y.

BOSTON CHICAGO CINCINNATI CLEVELAND PHILADELPHIA ST. LOUIS  
SAN FRANCISCO FORT WORTH LOS ANGELES TORONTO, CANADA

*It takes a heap of craftiness  
In jumping brooks and logs  
To keep the smart and nimble fox  
From going to the dogs.*



## **SMART**

It is also worth noting that to keep a printing job from "going to the dogs" it is necessary to use a paper that is smart and nimble on a press. That is why so many printers use Atlantic Bond. It hurdles production obstacles.

With a minimum of makeready . . . with the least amount of waste and stoppage . . . Atlantic Bond flows through the press, picks up a sharp, clean impression and comes out a finished job as smart and fresh as a daisy.

So for a better job . . . better letterheads, envelopes and business forms . . . use Atlantic Bond, the genuinely watermarked bond that is always smart on the press.

*Atlantic  
Bond*

MADE BY  
**EASTERN CORPORATION**  
BANGOR, MAINE

**EASTERN MILL BRAND LINES**

ATLANTIC BOND ★ ATLANTIC ANTIQUE LAID  
ATLANTIC LEDGER ★ ATLANTIC MIMEO BOND  
ATLANTIC DUPLICATOR ★ ATLANTIC MANIFOLD  
ATLANTIC COVER ★ ATLANTIC MANUSCRIPT COVER  
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ATLANTIC LETTERHEAD BOX  
ATLANTIC BOND ENVELOPES  
ATLANTIC BOND CABINET STATIONERY  
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**A complete line of dependable, standardized business papers**

**VOLUME BOND ★ VOLUME BOND ENVELOPES**  
An inexpensive, dependable watermarked  
Eastern Mill Brand Paper

MANIFEST BOND      ✨      MANIFEST Mimeo BOND  
MANIFEST LEDGER      ✨      MANIFEST DUPLICATOR  
MANIFEST BOND ENVELOPES

**The leading Mill Brand Line in the Economy Group**

The above Brand names are registered trademarks

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Albany.....	W. H. Smith Paper Corp.
Alexandria, La.....	Louisiana Paper Co.
Atlanta.....	Sloan Paper Co.
Baltimore { .....	Baltimore Paper Co.
{ .....	Henry D. Mentzel & Co.
{ .....	The Mudge Paper Co.
Baton Rouge.....	Louisiana Paper Co.
Birmingham.....	Sloan Paper Co.
{ .....	John Carter & Co.
Boston { .....	Century Paper Co.
{ .....	Cook-Vivian Company
{ .....	Von Olker-Snell Paper Co.
Bridgeport.....	Lott-Merlin, Inc.
Bristol, Va.....	Dillard Paper Co.
Buffalo.....	Franklin-Cowan Paper Co.
Charlotte, N. C.....	Dillard Paper Co.
Chattanooga, Tenn.....	Sloan Paper Co.
{ .....	Birmingham & Prosser Co.
Chicago { .....	La Salle Paper Company
{ .....	Reliable Paper Co.
Cincinnati.....	The Johnston Paper Co.
Cleveland.....	The Millcraft Paper Co.
Columbus.....	Sterling Paper Co.
Dallas.....	Olmsted-Kirk Company
Denver.....	Dixon & Company
Des Moines.....	Pratt Paper Company
Detroit.....	Chope-Stevens Paper Co.
Fort Wayne.....	The Millcraft Paper Co.
Fort Worth.....	Olmsted-Kirk Company
Greensboro, N. C.....	Dillard Paper Co.
Greenville, S. C.....	Dillard Paper Co.
Hartford { .....	John Carter & Co.
{ .....	Henry Lindenmeyr & Sons
Houston.....	L. S. Bosworth Co.
Indianapolis { .....	Indiana Paper Company
{ .....	MacCollum Paper Company
Jackson, Miss.....	Townsend Paper Co.
Jacksonville, Fla.....	Jacksonville Paper Co.
Jamestown, N. Y.....	The Millcraft Paper Co.
Kansas City.....	Birmingham & Prosser Co.
Little Rock.....	Arkansas Paper Company
Los Angeles.....	Carpenter Paper Co.
Louisville.....	The Rowland Paper Co.
Macon, Ga.....	Macon Paper Company
Manchester, N. H.....	C. H. Robinson Co.
Miami.....	Everglade Paper Company
Milwaukee.....	Wisconsin Paper & Products Co.
Minneapolis.....	Stillwell-Minneapolis, Division
{ .....	Carpenter Paper Co.
Mobile, Ala.....	Partin Paper Co.
Monroe, La.....	Louisiana Paper Company
Muskogee.....	Muskogee Paper Co.

Nashville.....	Bond-Sanders Paper Co.
Newark.....	Central Paper Co.
New Haven...	Whitney-Anderson Paper Co.
New Orleans.....	Alco Paper Co., Inc.
New York {	Berman Paper Corp.
	Forest Paper Company
	Majestic Paper Corp.
	Milton Paper Co.
	A. W. Pohlman Paper Co.
Oakland.....	Carpenter Paper Co.
Omaha .....	Field Paper Co.
Orlando, Fla. ....	Central Paper Co.
Philadelphia {	Molten Paper Company
	The J. L. N. Smythe Co.
Pittsburgh.....	General Paper and Cordage Co.
Portland, Me. ....	C. H. Robinson Co.
Portland, Ore. ....	Carter, Rice & Co. of Oregon
Providence, R. I. ....	Narragansett Paper Co.
Richmond .....	Virginia Paper Co.
Roanoke, Va. ....	Dillard Paper Co.
Rochester .....	Genesee Valley Paper Co.
St. Louis.....	Shaughnessy-Kniep-Hawe Paper Co.
St. Paul .....	E. J. Stillwell, Division Carpenter Paper Co.
San Antonio .....	Shiner-Sien Paper Co.
San Diego .....	Carpenter Paper Co.
San Francisco .....	Carpenter Paper Co.
Savannah .....	Atlantic Paper Company
Seattle.....	Carter, Rice & Co. of Washington
Shreveport .....	Louisiana Paper Co.
Springfield, Mass.....	Whitney-Anderson Paper Co.
Stamford, Conn. ....	Lott-Merlin, Inc.
Tallahassee .....	Capital Paper Co.
Tampa .....	Tampa Paper Co.
Texarkana, Ark. ....	Louisiana Paper Co.
Toledo .....	The Millcraft Paper Co.
Trenton .....	Central Paper Co.
Tulsa .....	Tulsa Paper Company
Waco, Texas.....	Olmsted-Kirk Company
Washington, D. C. ....	Virginia Paper Company
Wichita .....	Southwest Paper Co.
Worcester .....	Butler-Dearden Paper Service
York, Pa. ....	The Mudge Paper Co.

Monterrey, N. L., Mexico.....Carpenter Paper Co.

**EASTERN CORPORATION DISTRICT SALES OFFICES**

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**FINE OFFSET INKS**

SINCLAIR & CARROLL has long been recognized as a dependable source of supply for fine offset inks. Constant research and close contact with lithographers' pressroom problems enable us to supply the best inks for changing requirements of the industry.

The excellent press working properties of S&C inks save time and money in the pressroom while their strength and brilliance meet the most exact demands for quality lithography on either paper or metal.

Our nearest office is always ready to serve you.

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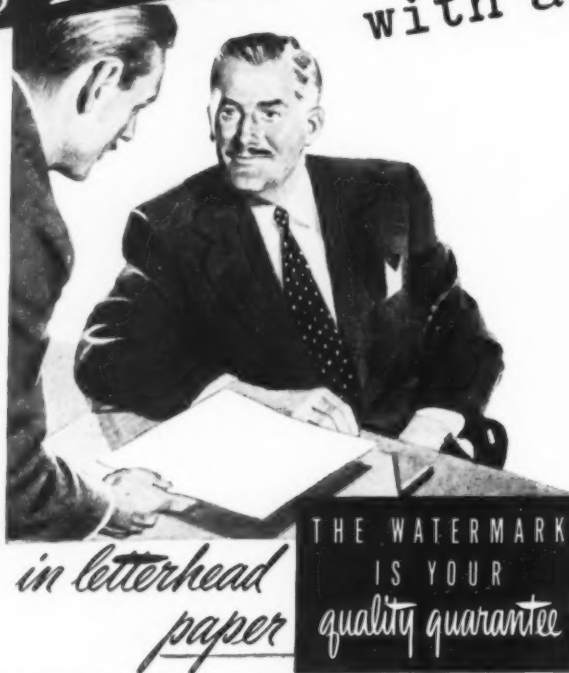
CHICAGO  
440 W. Superior St.  
Tel. Sup. 3481

LOS ANGELES  
1512 Santee St.  
Tel. Prospect 7296

SAN FRANCISCO  
345 Battery St.  
Tel. Garfield 5834

NEW ORLEANS  
211 Decatur St.  
Tel. Magnolia 1968

# Showing Businessmen HOW TO BUY LETTERHEAD PAPER with ads like this...



*in letterhead  
paper*

THE WATERMARK  
IS YOUR  
quality guarantee

• Yes, here's your guide to buying prestige-building letterhead paper.

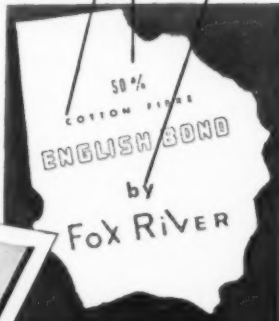
You'll be safe if the watermark reveals answers to these three questions before the finest papers are made from cotton fibres . . . the more cotton fibre, the finer the paper. Finally, it should be the man who made it . . . like Fox River, who has been making fine cotton fibre papers since 1883.

For instance, our English Bond is watermarked as illustrated. It's a beautiful paper for letterheads, forms, envelopes and any business contact papers or outgoing mail.

Ask your printer, lithographer or engraver about Fox River papers. He'll be glad to recommend the paper with the correct cotton fibre content for each business need.

BE SURE  
IT SAYS  
3 THINGS

- 1 Does It Contain Cotton Fibre?
- 2 How Much Cotton Fibre?
- 3 Who Made It?



25% TO 100% COTTON FIBRE  
BOND, LEDGER, ONION SKIN



reaching over 500,000  
users of letterhead paper  
every month . . .

Yes, here's a strong sales force working for you each and every month. Ads like this one, showing business men the specifications of fine cotton fibre paper . . . what to look for and expect in a watermark.

Business men are accustomed to buying according to specifications. These new watermarks by Fox River will simplify their paper buying, save time in your selling.

Watch these monthly advertisements to business men. They're out to help you increase your profits on letterhead paper.

FOX RIVER PAPER CORPORATION

406-F S. APPLETON STREET, APPLETON, WISCONSIN

Be sure to specify  
Dayco Rollers for  
your NEW presses.

Putting the

Death Valley Daily to Bed

... might take quite a bit of "doing".

But, right today there is a printing roller  
that would work just as well in this Death Valley  
climate as in an air-conditioned shop. It's the Dayco

Roller. ¶ Heat, whether bone dry or dripping wet, has no effect on  
it. Neither does oil, varnish, dye or any kind of ink. ¶ Dayco Rollers  
may be used in offset or letterpress printing ... in job printing or newspaper shops.

High press speeds have no adverse effects on their fine printing qualities. They  
outwear other rollers four to one. ¶ It's easy to cover your present metal stock.

Write today for details.

**THE DAYTON RUBBER MANUFACTURING COMPANY**

**DAYTON 1, OHIO**

Latin American Representative: National Paper and Type Company, 120 Wall  
Street, New York, N. Y. Canadian Representatives: Manton Brothers, Ltd.,  
Toronto-Winnipeg-Montreal-Vancouver

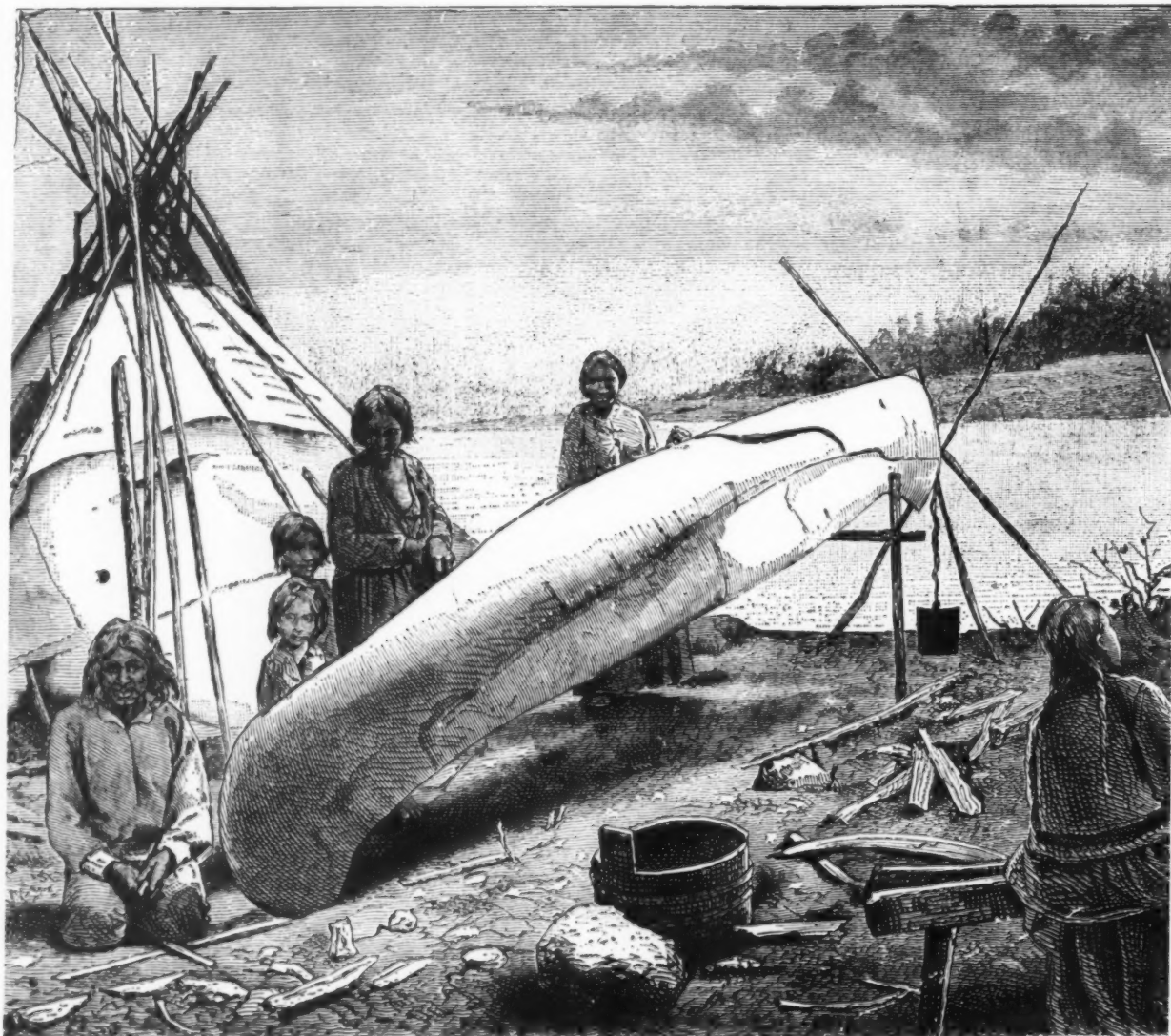


DAYCO ROLLERS BY

**Dayton Rubber**

THE MARK OF TECHNICAL EXCELLENCE IN NATURAL AND SYNTHETIC RUBBER

MANUFACTURERS OF THE WORLD'S FINEST PRINTING ROLLERS



The craftsmanship of the Indian was nowhere better displayed than in building canoes. It is only recently that moulded plywood boats have equaled them in being both light and watertight.

There's the craft of the Indian, brains of the white man in

## NAVAJO LEDGER

A watermarked sulphite ledger built for hard usage.  
It is tough and bulky and stands up under erasures.

**MOHAWK PAPER MILLS • Cohoes, N. Y.**





**save time**

## WITH PITMAN U. V. ALBUMIN PROCESS

Because it is free from the variations found in egg albumin, the results obtained from PITMAN U. V. ALBUMIN are far superior, far more dependable in everyday application. To further simplify your platemaking procedures, it contains a sensitizer already mixed in precisely the proper proportions. Quick acting, easy to use, and always uniform, it is easily made up with a minimum of measuring. Pitman U. V. Albumin eliminates guesswork completely and insures long press runs.

*Simplify your shop methods with other PITMAN PREPARED SOLUTIONS:*

*Deep Etch Process • Metalprint Process • Blueprint Process • Blackprint Process • Etc.*

*Get complete information and prices from your nearest Pitman distributor.*

Harold M. **PITMAN** Company

**LITHOGRAPHIC EQUIPMENT AND SUPPLY DIVISION**

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Canada: Latimer, Ltd., 90 Niagara St., Toronto • Pacific Coast: G. Gennert, 1153 Wall St., Los Angeles  
156 Pearl Street, Boston 10, Mass.

# WHEN THE *DRUMMER* PLAYS Violin



It's a versatile boom boom boy who can double in catgut. During the war a lot of drummers took an unhappy try at the finer notes in the music of business. But affairs of state and of commerce are crying for more experts and fewer experimenters to beat out the tune. Given half a chance, business can provide enough goods to supply demand and check inflation; then advertising will *keep* sales big. Business is the backbone of our economy, and advertising is the lifeblood of commerce. Let's have the downbeat NOW! Good printing on Champion paper will carry the melody.

THE *Champion Paper* AND FIBRE COMPANY . . . HAMILTON, OHIO



Manufacturers of advertisers' and publishers' coated and uncoated papers, bristols, bonds, envelope papers, tablet writing and papeterie . . . 2,000,000 pounds a day  
MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

District Sales Offices

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA • SAN FRANCISCO



## EDITORIALS

**A**LTHOUGH completely swamped at the present time with a demand for lithography unprecedented in the industry's history, many lithographers are finding time to make plans for the competitive selling which lurks around the corner. Salesmen are being added to war-orphaned sales staffs, and markets are being studied, although neither paper nor press capacity could be found by most shops to take on any additional volume at present. This is sound planning, we believe, and the shops which ride along on the crest of today's vast price-is-no-object market, without thought of future markets, may find themselves (to mix a metaphor) on thin ice.

There is considerable information along this line in the talk made at the recent Milwaukee Graphic Arts Conference by E. F. Schmidt, the first installment of which is published in this magazine this month. Speaking mostly of direct advertising, which accounts for a large part of the lithographic market, Mr. Schmidt analyzes where this business comes from, and the present rapid expansion of the market. He discusses the competitive media which get a large percentage of the advertisers' dollar. The problems of selling direct advertising are also discussed, and the advantages of specializing in certain categories of printed or lithographed material are summarized.

The talk will provide profitable reading for all who are interested in the sales end of lithography.

**A**NOTHER item along the same line of interest is announced this month, a book "How to Sell Lithography," written by a lithographic sales executive. It is a fresh, postwar presentation of the subject and is generously illustrated with halftones and line drawings. The book seems to be the first on the subject for some time and should supply some profitable information to the many new salesmen coming into the industry.

The book has not yet been published, but is in an advanced stage of production.

**W**ITH the lithographic union in New York recently signing a contract with employers providing for a work week of 36¼ hours, (after asking 35) many lithographers in other parts of the nation have wondered if this short week will spread.

Now the pattern becomes more clear, as the Amalgamated Lithographers of America, in its May convention, decided to amend its by-laws to provide for a 35-hour week across the land. The change from a policy of a 40-hour week to a 35-hour week must be approved by a referendum vote of the membership of local unions to make it official.

The effect that this increased labor cost, necessarily reflected in the price of finished lithographed material, may have on the competitive position of lithography among other media, remains to be seen. We can hope it doesn't become one of those goose-that-laid-the-golden-egg propositions.

**T**HE paper shortage will be with us for another year. That is the informed and considered guess of the head of one of the large paper manufacturers, whose remarks, under the title, "The Paper Outlook," are published this month beginning on page 31. The paradox of the situation is that there is more paper being manufactured at the present time than ever before in history. So, rather than a shortage of paper, there is actually a "surplus of demand," if that's any comfort to us.

The reasons why paper production cannot equal the greatly expanded demand are varied. Some mills have a bottleneck of machine capacity, others a pulp bottleneck, etc. Certain kinds of paper can be made with greater machine, pulp or casein economy than can other kinds. This explains the present trend toward cutting down or discontinuing some grades of paper while concentrating production on other grades which can be produced more efficiently with the materials or equipment available.

It is a situation with which lithographers should be familiar in dealing with buyers who ask, logically, why there is still a shortage of paper nearly a year after the war has ended.

# LNA Meets at Atlantic City; Re-elects Loder President



Standing: Edward D. Morris, LNA secretary; W. Floyd Maxwell, executive director. Seated: George C. Kindred, treasurer; Maurice Saunders, chairman; George E. Loder, president; and George W. Hall, vice-president.

**W**ITH the subject of labor relations, both on a general national scale and specifically in the lithographic industry, overshadowing the three-day program, the 41st annual convention of the Lithographers National Association, its first since the end of the war, was held May 14-17 at the Marlborough-Blenheim Hotel, Atlantic City, N. J. Registration reached about 400 for the program which dealt almost entirely with management subjects.

George E. Loder, National Process Co., New York, was reelected president of the association, as were other officers. They are Maurice Saunders, chairman of the board; George W. Hall, Western Lithograph Co., Los Angeles, vice-president; and George

C. Kindred, Kindred, MacLean & Co., Long Island City, N. Y., treasurer. Lester E. Oswald, E. F. Schmidt Co., Milwaukee, was elected a director in place of O. B. Gugler, Milwaukee, who wished to retire. Matthew H. O'Brien, who presented the Association's case for the industry before the National Labor Relations Board in the jurisdictional dispute between unions, was appointed attorney for the association. W. Floyd Maxwell and Edward D. Morris were re-appointed executive director and secretary respectively. A list of directors accompanies this report.

On exhibit at the convention were the 56 award winning direct mail campaigns of the Direct Mail Advertising Association, the 58 books com-

prising the 1946 Books by Offset Lithography exhibit, and the textbooks, manuals, training materials, and other displays sponsored by the Lithographic Technical Foundation.

The first day's program included a welcome by Mr. Loder, and talks on the general economic situation and on the lithographic industry's labor jurisdictional problem. A technical panel discussion was introduced as a new feature of the convention. A closed meeting of the bank stationers was held in the evening. On Wednesday the LNA and the Lithographic Technical Foundation held their respective business meetings, and in the afternoon, the paper situation was summarized, and a round table discussion on lithographic training was

held. The third day's program was devoted to three talks on various phases of the current labor situation, and the business of the convention ended in the afternoon with a luncheon meeting of the Point of Purchase Advertising Institute which is reported elsewhere in this issue. Friday was devoted to golf.

Summaries of the various talks and panel discussions follow, except for those which are published in more complete form elsewhere in this magazine.

### **Survival of Free Enterprise**

Henry J. Taylor, writer, radio analyst, and economist.—Declaring that the government is groping at the wrong end of the labor problem while our economic system is seriously threatened, Mr. Taylor called for a courageous overhauling of present laws from the bottom up, and equality treatment of all super combines of power, whether business or labor. He advocated a four point program: 1.) The Wagner Act must be revised (not repealed), because it is one-sided. It needs to be balanced; 2.) Some method of arbitration must be provided for labor controversies

that harm the public interest; 3.) Special privileges and immunities of labor must be safeguarded against abuses as are those of business; and, 4.) Employees must be protected against tyrannical bosses. He asserted that a revision of the Wagner Act would be fairly simple if Congress truly sought equality. He said that present laws provide for legalized payment for immunity from assault, and that free enterprise cannot survive when a few men lawfully can tie up the whole country and stab it in the back. If the LNA, for example, did anything comparable, they would be quickly condemned and leaders would be jailed. Mr. Taylor pointed out. The United States has always been opposed to the ruling of many by the few, he declared, and pointed out that every fundamental American right is restricted for the public good. Rights are regulated, they are protected, and there is also protection against the abuse of rights.

### **Litho Jurisdiction Dispute**

Matthew H. O'Brien, attorney of New York and Washington, LNA counsel, and counsel for the LNA and the National Association of Photo-

Lithographers in the recent Foote & Davies in Pacific Press Cases.—After tracing the history of these two famous cases which were recently completed, Mr. O'Brien said that they illustrated what an employer should not do in regard to the jurisdictional disputes between unions in the printing and lithographing fields. The Foote & Davies case, he said, determined that an employer has no right to recognize a parent union's jurisdictional award. There is no safe course open to a lithographer in whose plant a jurisdictional dispute arises but to obtain a National Labor Relations Board election to determine which union should have bargaining rights. Mr. O'Brien urged that every clause in every contract should be carefully checked. It is obvious, he said, that the printing pressmen will invade lithographic plants, especially combination plants, and each case will be treated as a new one in spite of the precedent recently set. In the Pacific Press case the decision in favor of the pressmen was not in direct conflict with the Foote & Davies decision, he said, because of these important differences: In the Pacific case there

LNA directors and officers: Standing (L. to R.)—Edward D. Morris, R. R. Heywood, Jr., John M. (Jack) Wolff, Arthur Gees, Randolph T. Ode, Carl Teich, Jr. (in front), W. Floyd Maxwell (rear), M. W. Davidson, G. W. Methison, L. H. Jackson, M. P. Thwaite, and Carl R. Schmidt. Seated—Trowbridge Marston, E. H. Wadewitz, Maurice Saunders, George C. Kindred, George E. Loder, George W. Hall, and William H. Merten.

Photo courtesy Printing





1. The technical panel. Standing (L. to R.)—Paul W. Dorst, LTF; Michael H. Bruno, Armour Foundation; Alfred F. Rossotti, president, NALC, chairman; Louis Englehart, IPI; Michael Annick, Rutherford Machinery Div. Seated—William Falconer, Eastman Kodak; Ernest Jones, Graphic Arts Corp.; Wm. J. Hogan, Miehle Co.; Wm. R. Maull, Mead Corp.; and Robt. F. Reed, LTF. 2. At LTF exhibit: Dr. Paul J. Hardsuch, Armour; S. A. Sheri-

dan, Armour; Michael H. Bruno, Armour; Robt. F. Reed, LTF; Paul W. Dorst, LTF. 3. The Training Panel—George McLaughlin, Dr. L. S. Hawkins; Wade E. Griswold; Dr. D. J. MacDonald; Charles Latham; Charles F. Spalding; Harry E. Brinkman; and Harry H. Platt, chairman. 4. Henry J. Taylor, George E. Loder, and Matthew O'Brien. 5. Leonard J. Smith, Wm. A. Lydgate, speakers, chairman Loder, and Alfred P. Haake, a speaker. 6. First

to tee off in golf tournament were Gordon Hall, LNA, Chicago; Al Rossotti, Rossotti Litho, N. Bergen, N. J.; and Ernest Jones, Graphic Arts Corp., Toledo. 7. R. R. Heywood, Jr., R. R. Heywood Co., N. Y.; G. W. Mathison, Michigan Litho, Grand Rapids, Mich.; Jack Wolff, Western Prtg. & Litho, St. Louis; and Harold Merten, Strobridge Litho, Cincinnati.

(Photos 1-5 courtesy Printing)

was no history of collective bargaining, there was no complaint of unfair labor practices, the plant layout of letterpress and offset department was different, supervisory men had charge of combinations of processes, and employees were interchanged on the two processes.

Mr. O'Brien discussed the possible effects which might come as a result of the Amalgamated Lithographers of America joining the CIO. He said that the CIO's national policy was more strongly enforced on locals, that the party line is pretty well established, and that it sees that member unions adhere. We may find that some ALA locals will not go CIO, but might join the pressmen, he asserted.

The industry is going into a period of jurisdictional problems, and he emphasized the importance of the following:

Scrutinize all contract clauses dealing with jurisdiction;

Study the physical layout and supervision of combination plants as considered by the NLRB;

Promptly exercise the right to appeal to the board for an election when two unions have conflicting jurisdiction demands.

#### Technical Panel

Chairman, Alfred F. Rossotti, Rossotti Lithographing Co., North Bergen, N. J., president of the National Association of Litho Clubs. The panel consisted of Michael Annick, engineer, Rutherford Machinery Div., Sun Chemical Corp., New York; Michael H. Bruno, Armour Research Foundation, Chicago, assigned to lithographic research; Paul W. Dorst, Lithographic Technical Foundation; Louis Englehart, International Printing Ink Div., Interchemical Corp.; William Falconer, Eastman Kodak Co.; Ernest Jones, Graphic Arts Corp., Toledo; William J. Hogan, Miehle Printing Press & Mfg. Co.; William R. Maull, Mead Corp.; and Robert F. Reed, director of research, Lithographic Technical Foundation.

Mr. Rossotti opened the discussion by pointing out the need for the elimination of waste and inefficiency in production in view of the higher wages now being paid in the industry.

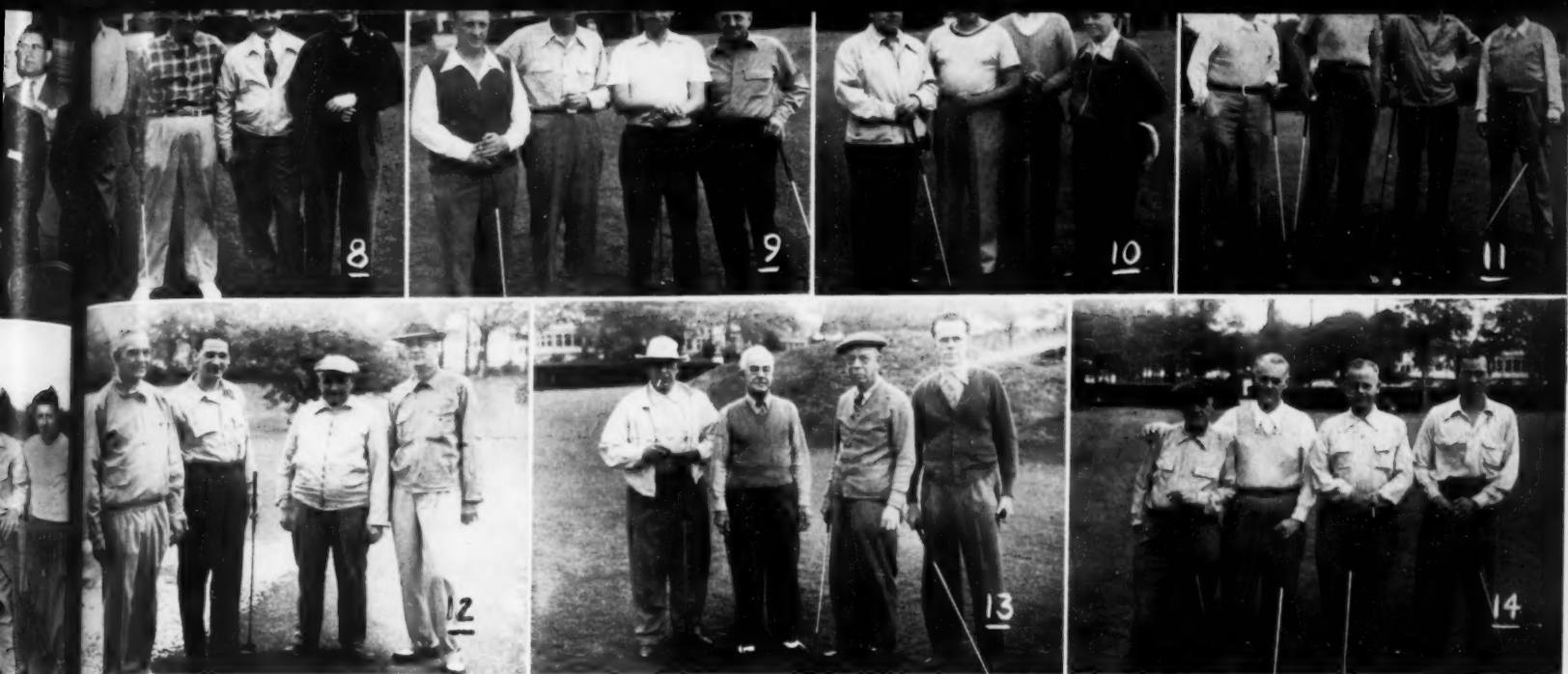
#### Cameras

Improvements in cameras will come in the present trend toward precision automatic control and operation, according to Mr. Annick. There is a gradual evolution toward fool-

proof operation he said, but he does not see any camera or film or plate in the near future which will eliminate dot etching. Contact screens were discussed and their improvement of tone range and quality were pointed out. Mr. Falconer discussed the devices for measuring and controlling the quantity of light used in camera and platemaking exposures. He said also that improvements were coming in arc lights with the application of a type used in motion pictures.

#### Film

Mr. Bruno, who, as an army captain, was formerly research officer of Army Map Service, discussed the need for dimensional stability in film, and said that the army used a specially made "topo base" which reduced stretch and shrink, and which changed dimensions equally in both directions when it did change. He said vinylite is the most promising material for a good film base as it holds absolute size, but difficulty is encountered in getting emulsions to stick to it. It also softens at about 130 degrees F. The need for a film base will be met he felt sure. He recommended air conditioning and thermostatically controlled sinks as practical aids. Mr.



8. C. W. Weis, Jr., Stecher-Traung, Rochester; G. W. Mathison, Michigan Litho Co., Grand Rapids; Jack Wolff, St. Louis Div., Western P & L Co.; and Les Jackson, Stecher-Traung. 9. C. "Stew" Richmond, Geo. LaMonte & Son, Nutley, N. J.; Vic Savale, LaMonte; W. P. Gildea, Jr., The Falconer Co., Baltimore; Ernie DeMuth, Reserve Litho & Printing Co., Cleveland. 10. R. F. Daubenbis and George Walsh, Offset Engravers Associates,

New York; M. S. Burroughs, Dexter Folder Co.; and William Carroll, Sinclair & Carroll Co., New York. 11. William C. Johnson, Ketterlinus Litho Mfg. Co., Phila.; Harrison K. Caner, Ketterlinus; George C. Kindred, Kindred, MacLean & Co., Long Island City; George L. McGinley, Ketterlinus. 12. M. P. Thwaite, Dennison & Son, New York; David D. Godfrey, Fuchs & Lang Mfg. Co.; E. H. Wadewitz, Western Printing & Litho Co.; Racine, Wis., and

George E. Loder, National Process Co., New York. 13. William Winship, Brett Litho, New York; Maurice Saunders, LNA chairman; Charles Frazier, Brett; and W. Floyd Maxwell, LNA Exec. Director. 14. C. R. Gregory, Herald Printery, Louisville, Ky.; J. S. Porterfield, George V. LaMonte, and George V. LaMonte, Jr., all of Geo. LaMonte & Son, Nutley, N. J.

Bruno and Mr. Falconer agreed that although many unique things were done in the war photographically, changes in commercial operations will be evolutionary. Improvements have been made in the products of all manufacturers they indicated.

#### Photo-Typesetting

Mr. Falconer said that composing type matter by photography will probably be developed within the next year, as several manufacturers are well advanced on it. A successful method of setting type this way for lithography would be one of the biggest improvements, provided it is practical and corrections can be made, he said. Mr. Falconer did not name any manufacturers of such machines.

#### Cellulose Gum

Dr. Paul J. Hartsuch, of Armour, who worked on the LTF development of cellulose gum, the new replacement for gum arabic, explained the properties of the new gum and showed samples of lithographic plates where the new gum has been used. (The new gum was described in detail in *Modern Lithography*, May, page 45.) Dr. Hartsuch also reported that similar

research on the new gum had been carried on by William H. Wood, research director of Harris-Seybold Co., and that the results of the two separate projects had corroborated each other. Some Chicago plants have already entirely converted to use of the new gum, the speaker said.

#### Grain

S. A. Sheridan, of Armour, a metallurgist who has been working on the problems of plate graining, spoke briefly of the need for standardization of grain as a basis for a standardized process all the way through. He told of the specification for plate material recently drafted by the foundation. Mr. Bruno also briefly described the Cronak process for prevention of oxidation of zinc plates. (This process was described in detail in *Modern Lithography*, May 1945 and four succeeding issues.)

#### Photocomposing Machines

New metals will be seen in post-war photocomposing machines. Mr. Annick said, as he revealed plans for making the backboards and negative holders of magnesium, a metal lighter than aluminum.

#### New Plates

Mr. Dorst, who recently returned from a survey in Germany for the War Department, revealed some details of a new type of lithographic plate developed there. The plate is bi-metallic, with a brass image area and a stainless steel surface in non-printing areas. It is in effect a deep etch plate with a brass image, he said. He did not describe how the plate is made. Mr. Dorst also told of a somewhat similar plate developed in Sweden which has a copper image and a chromium non-printing area.

Mr. Bruno briefly described the use of Ansco color print process as used by the army for proving line work in color from negatives without making press plates.

#### Presses

Mr. Hogan described the unit construction of presses so that identical units may be added to a press to make it a two- three- or four-color press. He told of the development of smaller diameter press cylinders and of the higher speeds made possible. He said that there is a trend toward using less water and that this will aid in ink drying. Static eliminators are

a requirement on high speed presses, he asserted.

#### **New Roller**

Charles Geese, a consultant to Time, Inc., which is doing considerable development work in offset lithography, described a new type of roller recently developed which he said is non-greasing. Made of a new metal containing chromium and mercury, he said the new rollers have successfully replaced the brass and fountain rollers on 35 offset presses.

#### **Inks**

Faster drying is the trend in offset inks, according to Mr. Englehart. This is true both in sheet- and web-fed presses, he said. With heat application, ink is now being dried instantly on web-fed presses he said, and added that inks are drying in about three hours without heat in sheet-fed work. Fast drying inks can be made to run with the same properties as other inks, he said, and have the same tinctorial strength. With some new inks lithography can com-

pete successfully with other processes in the production of textile and plastic printing, he asserted.

#### **Paper**

A new machine finished ground-wood paper coated on one side or two sides with quality somewhere between a super and a coated sheet is in the offing, according to Mr. Maull. He also discussed wet strength paper as developed during the war. Jack Kronenberg, S. D. Warren Co., was called upon and his opinion, agreeing with Mr. Maull's, was that the peacetime field for wet strength paper would be rather limited.

The subject of paper curl was discussed by Prof. Reed who summarized a recent bulletin on the subject issued by the Foundation. (This was published in full, *Modern Lithography*, April, Pg. 23).

#### **Training Panel**

Chairman, Harry H. Platt, Sackett & Wilhelms Lithograph Corp., New York. Members of the panel were Dr. D. J. MacDonald, dean of lithography, New York Trade School, George McLaughlin, dean of the New York Trade School, Harry E. Brinkman, president, Cincinnati Lithographing Co., Cincinnati, Wade E. Griswold, executive director Lithographic Technical Foundation, Charles Latham, LTF, Charles F. Spalding, Kellogg & Bulkeley, Hartford, Conn., and Dr. L. S. Hawkins, U. S. Office of Education.

Mr. Platt, in his introductory remarks, said that there is not only a need in the lithographic industry to educate men for better skills, but also to educate ourselves to the need of education. Training, he said, may be broken down into three divisions, apprentice training, upgrading, and refresher training. Formal training must be supplemented by on-the-job training, he pointed out. Methods of training in lithography are through schools, in-plant, and co-operative in-plant.

Mr. McLaughlin described the development of the New York Trade School and the courses in lithography  
(Continued on Page 73)

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\*Added to board May, 1946.



# The PAPER OUTLOOK

**Although more sheets of paper are being produced now than ever before, the demand may not be met until 1947.  
—The outlook for offsets and coateds.**

**By GEORGE OLMSTED, Jr.**

President, S. D. Warren Co., Boston

A talk before the 41st annual convention of the Lithographers Natl. Assn., Atlantic City, May 14-17.

**T**HIS discussion divides itself into three parts. First, the immediate over-all situation in the book paper manufacturing industry. Second, the situation over the next two or three years. And third, the specific and individual problems that you may be having in getting paper at the moment.

The over-all book paper situation today—which is the first point of this discussion—is freely tagged with the phrase “paper shortage.” In my opinion there is no paper shortage today, based on all previous history and experience. Rather what is bothering you and bothering us is a surplus of demand.

In the years from 1937 through 1940 the book paper industry operated at various percentages of capacity. In 1937, for example, the industry operated at about 87 per cent of capacity. In 1938 (the poor year) the industry was down to 70 per cent of capacity. Taking the four years as a whole the average is a little less than 80 per cent of capacity.

In 1941, which was the extraordinary year of high demand coupled with a certain amount of speculative buying, the industry operated at about

98 per cent of capacity. In that year 2,000,000 tons of book paper were produced.

Thus far in 1946 the industry has been operating at approximately the same percentage of capacity as it operated in 1941 and is now producing at the rate of 1,900,000 tons—a figure just slightly below the extraordinary production rate of 1941.

When you remember that in the magazine field and in the commercial printing field and in the book publishing field the average basis weight is probably some 8 per cent less than

it was in 1941, you can realize that on an *area basis* the production today is greater than it has ever been in history. In other words, it is a true statement of fact that the book paper industry right now is producing more sheets of paper for more printed impressions than it has ever produced before.

So that based on all previous experience one cannot say that there is a paper shortage in the commonly accepted sense of the term.

## **Surplus of Demand**

There is, however, an extraordinary surplus of demand. Money is available and so people are buying many magazines and many books. Industries are trying to get back into civilian production and in many instances are promoting new products. The result of this is a heavy demand for magazine advertising and for all forms of printed sales literature. It must not be overlooked by any of us, I think, that virtually every piece of printed sales literature in this country is now out of date and needs revision. This means catalogs, booklets, sales manuals, informational literature, labels,

---

## **Paper Controls Stay Off**

Controls of paper, similar to those exercised by the War Production Board during the war, will not be reinstated during the present paper emergency, John D. Small, head of the Civilian Production Administration said May 24. Mr. Small cited figures for the first quarter of 1946 which show an overall production of 4,573,702 tons, or an annual rate of 18,492,808 tons. In 1941 paper production reached an all time high of 17,762,364 tons. Mr. Small said that the request of the Printing Industry of America, through its president James F. Newcomb, for the reinstatement of wartime controls on paper, was contrary to government policy to remove all production controls from the industry divisions as soon as production reached normal.

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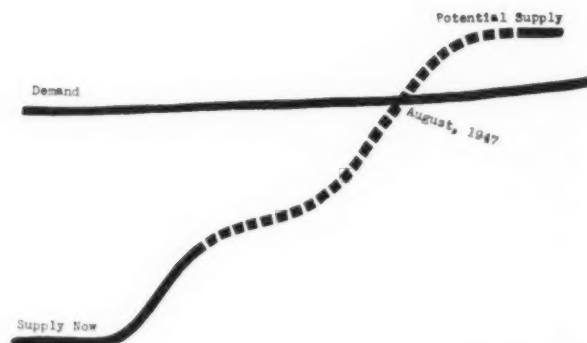
package wraps and all the rest—all of which must be revised and reprinted. You people are better able to judge than I the reasons for the tremendous demands for lithography.

We therefore all find ourselves in this position—that we are making a lot of paper, that we are doing a lot of printing, that we are all making reasonable profits. But what is bothering you is the same thing that is bothering us, namely, the opportunities that we are losing to do more than we are now doing. We are all shedding a tear because we can't fully capitalize on the opportunities that this market presents, and in the process of shedding the tear we are likely to overlook the fact that we still have a lot of paper to sell and print and that we are still doing a pretty good job as judged by any normal standards.

If we are lucky, present production levels can be maintained in the industry and I would expect that over the balance of the year they might be increased somewhat — though you must realize that there are certain doubtful factors in the situation. One is the question of whether Sweden and Finland can export to this country a reasonable amount of pulp. Due to shortages of coal the Swedish pulp industry is running at but 65 per cent to 70 per cent of capacity. A recent price advance in pulp permitted by OPA has created an incentive for Sweden and Finland to ship here, but the lack of coal in both countries might conceivably create a bottleneck that would nullify the price incentive.

Due to the repressive action of OPA ceilings the adhesive situation for coated paper (meaning both casein and starch) is in a chaotic condition, and while all mills are striving to find and use substitute adhesives there is no assurance at the moment that the volume of coated paper now being produced can be maintained. Incidentally, in many instances the use of substitute adhesives is producing poorer quality coated paper and less uniform coated paper than was made during the war. But I can assure you

Chart illustrating guess that book paper supply may meet real demand about August 1947.



that most coating mills today find themselves in a situation quite beyond their control and not at all to their own liking.

#### The Future

**N**OW let's get to the second section of this talk, which tries to analyze what may happen to you and to us over the next two or three years. This perhaps can best be illustrated by a study of the expected relationship between demand and supply in the book paper industry. A projected demand for book paper has been prepared for the Book Paper Manufacturers Association by the Econometric Institute of New York. The demand is predicated on the usual economic factors of national income, the tax situation, growth of population, trends within the industry and within the graphic arts, etc. It is merely a prediction, of course, but it is an intelligent economic prediction and in my opinion is not far out of line, if any. It indicates that the demand today is around 2,400,000 tons, increasing slightly through 1948 to a demand of about 2,500,000 tons.

Now when we look at the projected growth of production we see that during 1945, when the industry was still operating under war controls, production was held to a level somewhat less than a million and a half tons. Since last fall, when government controls were revoked, the industry has built back to the figure which I mentioned previously—namely, 1,900,000 tons. This is where we are today.

The industry has earmarked large sums for expansion of facilities and for increased production. This increased production will come from

three directions. First, many mills are rebuilding their paper machines—modernizing them—so that they will run at higher speeds and therefore produce more product. Other mills are adding new paper machines. Still other mills in the groundwood industry and mills that are obsolete from a newsprint standpoint are converting some of their machines to the manufacture of machine coated paper for the magazine field.

A survey of the industry indicates that the accumulated effect of these three types of expansion will result in a productive capacity some time in 1948 of 2,750,000 tons. That is a known figure and in all probability it is a conservative figure.

#### Balance by 1947

The rate at which these improvement and expansion programs can be carried out is anybody's guess. But my personal guess of the rate is that production will meet real demand about August of 1947, and beyond that period there will be an excess of productive capacity so that we in the paper industry will be experiencing a competitive market.

Of course the definite point for this cross-over cannot be fixed with certainty because the increase in production may come faster than I have anticipated or it may come more slowly. Also we must remember that after production reaches demand there still may be a strong pull on paper for a temporary period while distributors and consumers are rebuilding inventories. Also the export demand for paper may have an effect which cannot intelligently be anticipated at the moment.

#### MODERN LITHOGRAPHY

So I ask you to view this projection only as an approximation, but it does seem reasonable to me to assume that some time between June and December of 1947 supply and demand should come in approximate balance and therefore take off our backs the load that you and we are now carrying.

#### Present Conditions

**W**HAT I have been discussing up to this point is the general over-all situation, but I am very aware of the fact that some of you individually may be having extraordinary problems in getting what you need from your regular suppliers. Such situations are of serious consequence to you and your plants at the moment and are therefore of much more pressing interest than any discussion of the over-all picture.

Too generally it has been stated that the purchase of book paper mills by magazine interests has had a drastic effect on the situation. I personally do not think this viewpoint holds much water because the only Free From Groundwood Mills that

have thus far been made captive by the magazine interests are New York and Penn. Company and Bryant, and they comprise but 5 per cent of the current production of book paper. A 5 per cent withdrawal can have a tightening effect, of course, but it can't have a drastic effect.

#### Label Papers

If you are not getting what you consider to be a proper amount of M. F. label or super label there may be several reasons for it.

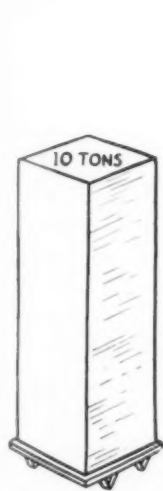
First, a mill may be short of sulphite pulp. M. F. label or super label requires a high percentage of sulphite pulp and a low percentage of clay because the paper must be tightly knit for lithography and in the case of super label must be knit tightly enough to hold up varnish. An amount of sulphite that will make 10 tons of M. F. or super label will make 22 tons of E. F. book paper for letterpress printing. If pulp is the bottleneck it is only natural that a manufacturer would figure that by making E. F. book instead of M. F. or super

label he would get more running on his machines, he would hold his labor force, he would satisfy more customers, he would bill more tons of paper, he would make more total profit. The point I am making is that with a shortage of pulp there is an incentive for the producer to go to letterpress paper rather than lithographic paper.

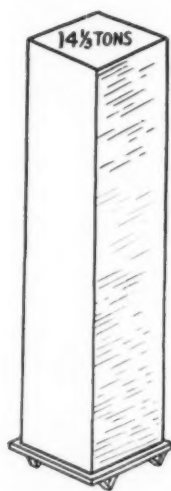
Or another manufacturer may have plenty of pulp and his bottleneck may be machine space, which really means the speed at which he can run his machines. Because M. F. and super label must be tightly knit, as I explained before, they must be run slowly on the paper machine. A letterpress book paper can be very much softer, as you all know, and can therefore be run faster. In the time it takes a paper machine to make 10 tons of M. F. or super label it can make 14 1/3 tons of E. F. book paper, and again there are the same incentives to make more production, to take care of more customers, to have more total billings and to make more over-all profit.

(Continued on Page 79)

## Bottleneck-Machine Space Bottleneck-Pulp Bottleneck-Casein

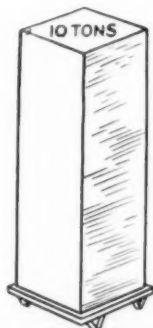


M.F. LABEL



E. F. BOOK

A book paper mill may be able to make 14 1/3 tons of E. F. Book for letterpress printing in the same number of paper machine hours required to produce only 10 tons of Litho M. F. or Super Label.



M.F. LABEL



E. F. BOOK

COATED LABEL  
(CASEIN)



COATED BOOK  
(STARCH)

Left—A mill may be able to make 22 tons of E. F. book for letterpress with the same quantity of pulp required to produce only 10 tons of litho super label. Above—Casein is necessary in litho coated grades of paper but letterpress coated may be made without casein.

# LTF Elects Frazier; Assets Reach \$1,000,000.

By E. H. WADEWITZ

Retiring President, Lithographic Technical  
Foundation

(A report made to the Annual Meeting,  
Atlantic City, May 15)



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**Y**OU will remember that exactly two years ago, at our annual meetings in Chicago, we announced a new program for the Lithographic Technical Foundation. We took upon ourselves the task of rebuilding the permanent financial structure of the Foundation with a goal of \$1,000,000.00 for endowment. We also adopted a new policy to obtain operating funds in the form of annual dues memberships from the industry. And we announced a new Ten Point program designed to expand L. T. F. activities and step up the operations in keeping with the growth and opportunities of the industry.

In the two years since, I believe we have more than fulfilled the promises of each one of these Ten Points. And I believe that as I review them, we can all look at the actual record of progress with pardonable pride.

1. *Fiscal Policy.* As promised, we have published and distributed to the membership and to the industry our annual financial statements and periodic reports, showing the revenue and the expenditures and the complete status of the Foundation's financial affairs.

2. *Fiscal Management.* As promised, we have engaged the services of a recognized fiscal agent, acting in an advisory capacity, and I know that the financial report speaks for itself in proving the effectiveness of this policy.

I cannot pass this opportunity without special commendation for the fine  
(Continued on Page 81)

MODERN LITHOGRAPHY

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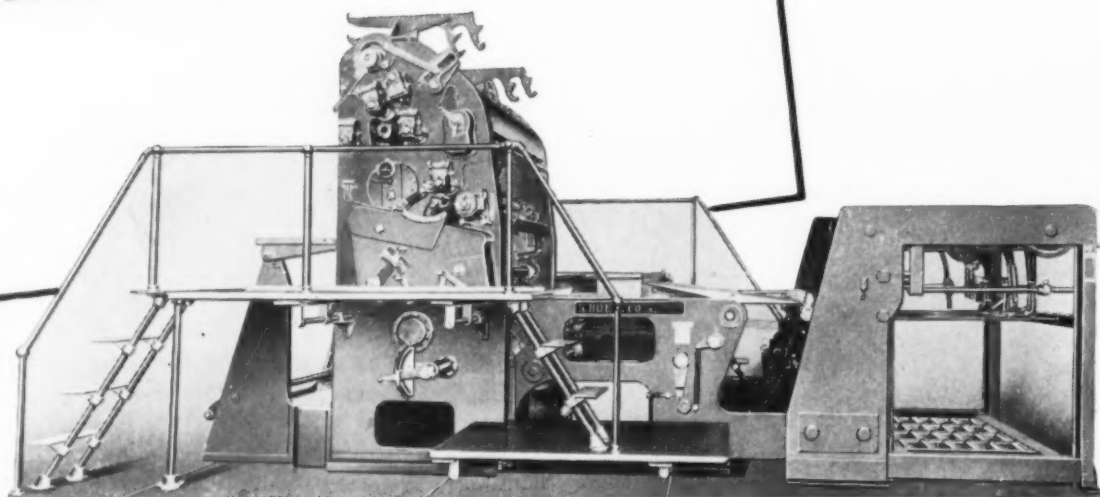
Hydro Etch comes in 64-ounce and one-gallon packages for economy. Hydrogum is packaged in 5, 25 and 100-pound containers. Both are available at your nearest dealer.

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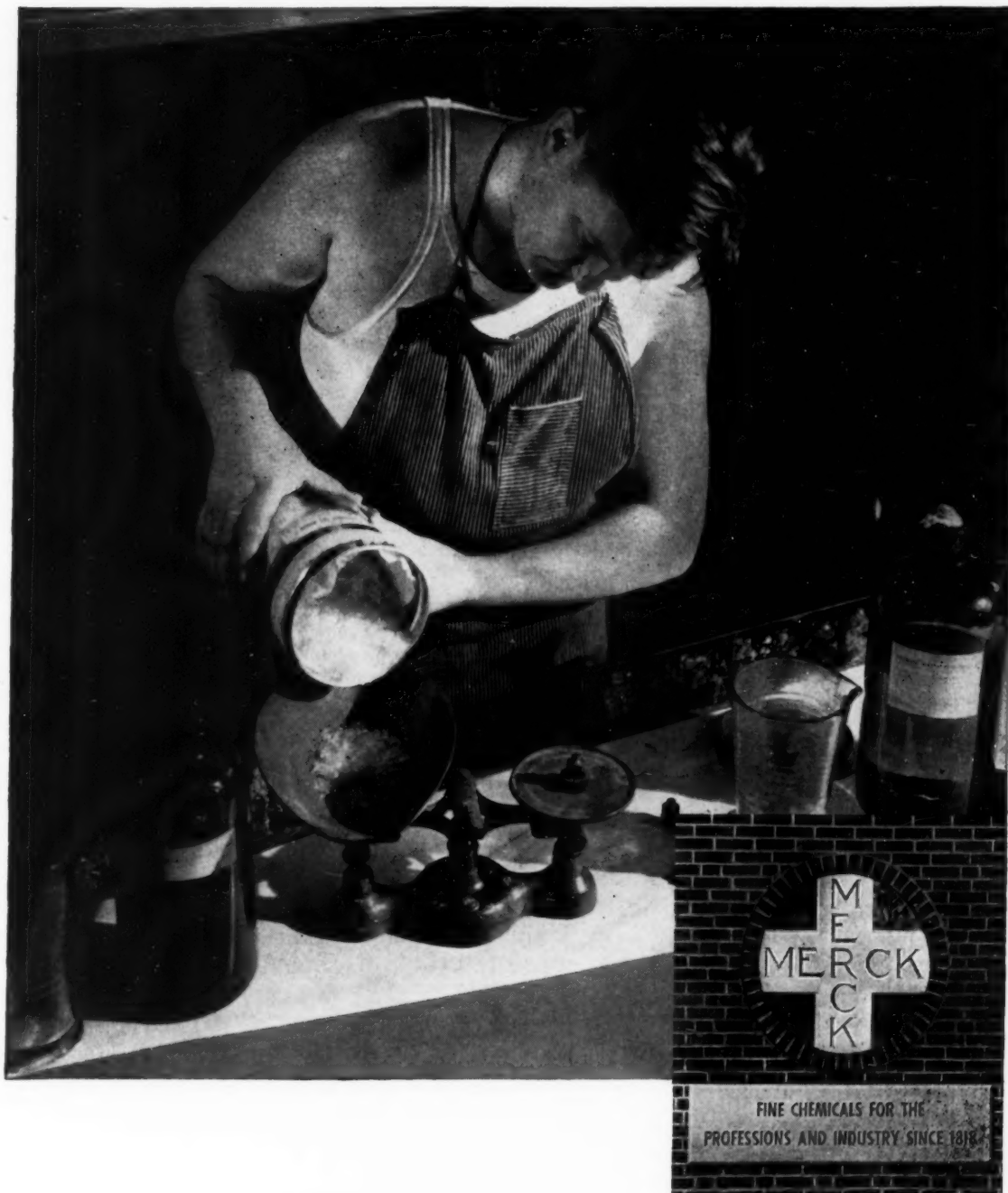
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Your chemicals must be right. They play an important part in trouble-free runs, quality jobs, and profits.

Make sure that your chemicals are right by insisting on **MERCK CHEMICALS FOR THE GRAPHIC ARTS.**

Exacting laboratory control ensures their purity, uniformity, and reliability. You can depend on them for the same good results, from the same procedures, every time. Write for catalog.

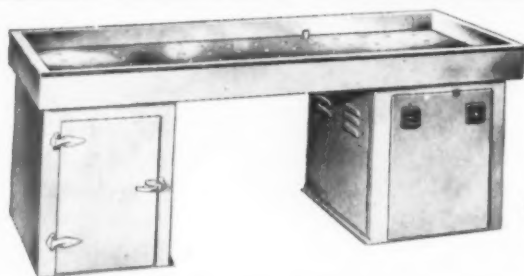


**MERCK & CO., Inc.** *Manufacturing Chemists* **RAHWAY, N. J.**

New York, N. Y., Philadelphia, Pa., St. Louis, Mo., Elkton, Va., Chicago, Ill., Los Angeles, Cal.

In Canada: MERCK & CO., Ltd., Montreal, Toronto • Valleyfield

## For Offset Plate Making



TEMPERATURE  
CONTROLLED  
SINKS



WHIRLERS

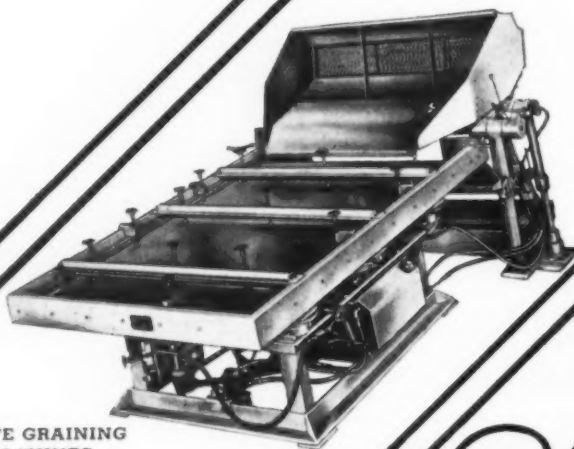


PLATE GRAINING  
MACHINES

*enith*



VACUUM  
PRINTING FRAMES



STRIPPING  
TABLES

*Equipment Excels!*

QUALITY PRODUCTS  
EARLY DELIVERY

OFFSET PRESSES REBUILT

**ZARKIN MACHINE CO., INC.**

335 E. 27th St., New York 16, N. Y.

Phone LExington 2-0052

# Selling

# CREATIVE

# Printing

**I**N the subject "Selling Creative Printing" there are three main parts that seem to present themselves: good signs for sales, bad signs, and some ideas and suggestions as to what we can do about them.

Under the heading Good Signs, it doesn't take much imagination to see a huge volume of business ahead for us . . . in fact, it's here right now. Let's see what just a few of the many signs are.

*More money is being, and will be spent, on advertising.* Probably many of you are familiar with the survey made at the close of 1945 by the Association of National Advertisers. Of the 152 companies reporting:

Sixty-three per cent of them will increase their 1946 advertising budget over 1944.

Seventy-three per cent will increase their '46 budget over 1940.

Only 5% will decrease their 1946 budget under their 1944 figures.

(Increases range from 5% to 300%—and more than half of these increases will be 20% or more.)

This picture is for a cross-section of national advertisers. I think it probably is as representative as any available figures would be. We can take just one industry—the grocery field—and see what is happening there.

According to the Grocery Manufacturers of America, that industry will increase its 1946 advertising expenditure by 26 million dollars over any previous period in its history.

## By E. F. SCHMIDT

President, E. F. Schmidt Co.  
Milwaukee

Before the recent Milwaukee Graphic Arts Conference

Another survey, this one by the Committee of Economic Development, found that industry in general expects to do an 80½ billion dollar business in 1946—an increase of 42% over 1939's 57 billion.

Now, how big an industry are we—including printing and lithography? According to a report in the magazine *Direct Advertising*, the printing industry did 2.6 billion in 1939—expects a 30% hike to \$3.4 billion in 1946. (This includes all types of printing—not just direct mail.) To narrow the figures down to our own part of the printing industry, here are some interesting figures. (1944 and '45 are omitted because they were not representative.) (See below.)

Now—where is this increased volume coming from.

### New Uses of Direct Advertising

During the war, direct mail was used for nearly everything; to replace depleted sales forces, to substitute for conventions, to make up for space unobtainable in other media; for pub-

lic relations. As a result of this wartime usage the effectiveness of direct advertising for new uses was realized—in many instances for the first time.

*New products* will require the use of direct advertising for the first time. A Dun and Bradstreet report showed that 37% of the 13,000 manufacturers said they would introduce new products; 29% of the 13,000 said they would require new markets for those products; and 46% of them said they planned to expand territories. Does that story spell new business for us? You know the answer.

The armed services made use of printing in many ways. Some of those methods made such an impression on officers and men—personnel who now are purchasing as civilians again—that these uses will be extended into other, commercial fields. Instruction guide books, for instance, would fall into this category.

### New Users of Direct Advertising

There are even more than the usual number of new businesses that spring up after a war. Some of them are the future du Ponts, Fords, Allis-Chalmers. There are big new names on the horizon already—names like Higgins and Kaiser and Fraser. There will be more. Then there will be many small-

#### Volume of Printed Advertising

	Direct Mail*	Direct Adv.**	Total
1941 .....	315 million	178 million	493 million
1942 .....	295 million	165 million	460 million
1943 .....	330 million	200 million	530 million

\*Direct mail included printing, processing, mailing and postage, (1st and 3rd class.)

\*\*Direct advertising included displays, maps, house magazines and other matter, not necessarily mailed.  
(Above figures by McCann-Erickson)

## SEE THE DIFFERENCE



### ORDINARY Bath

1. Sodium Hyposulphite
2. Sodium Sulphite
3. Acetic Acid
4. Boric Acid
5. Potassium Alum
6. Water

★ *Open 5 containers . . . measure 5 quantities . . . mix or dissolve 5 chemicals in water in proper order.*



### FOTO-FIX Bath

1. Pour FOTO-FIX into tank or tray
2. Add Water
3. Add a little Liquid Hardener

★ *No muss . . . no fuss . . . no formula. And THIS bath is twice as fast — lasts twice as long.*

# FOTO-FIX

**A high-speed, long-lasting, acid-fixing hardening solution  
for use with Films, Plates, or Paper**

FOTO-FIX is a concentrated liquid; with the addition of water and a small amount of liquid Hardener, a high-speed, long-lasting fixing bath is prepared in a few minutes. Both the higher speed and longer life of a FOTO-FIX bath are apparent with the very first trial.

## USE FOTO-FIX FOR:

**Higher Speed**—FOTO-FIX will fix Films, Plates, and Paper twice as fast as an ordinary bath. Fixing time is three times clearing time as with an ordinary bath.

**Longer Life**—A FOTO-FIX bath will fix from two to four times as many square inches as the ordinary bath.

**Ease of Preparation**—To prepare a five gallon bath simply pour one gallon of FOTO-FIX in four gallons of water and add a few ounces of liquid hardener. Compare this with the steps necessary to prepare the ordinary five-gallon fixing bath. Five separate chemicals are required, sodium hyposulphite, sodium sulphite, acetic acid, boric acid, some type of alum

and water. Each container must be opened, the proper quantity weighed or measured, each container closed, each chemical mixed or dissolved in water in its proper order. This operation must be repeated five separate times before the bath is ready for use.

**Economy**—Because a FOTO-FIX bath lasts twice as long, it is only necessary to prepare the bath half as often as the ordinary bath. **This feature alone reduces the time and labor required in preparing baths by 50%.** In addition, it isn't necessary to buy and stock five different chemicals. The cost of FOTO-FIX per gallon of ready-to-use bath, on the basis of its service life compares favorably with the cost of dry chemicals required in the ordinary bath.

# Phillips & Jacobs

622 Race Street  
Philadelphia 6, Pa.

**Manufacturing  
Chemists**

er firms whose futures can be carefully nurtured by us until they become grateful and voluminous users of our product. It is really surprising how many firms can enter successfully—even at quite a late date—fields which have been long established.

It is *not* surprising that the number of home freezer makers has jumped from 3 in 1941 to 47 this year. But it may surprise you to see the following increases in long established fields:

Field	No. of Manufacturers	
	1941	1946
Washers .....	48	54
Refrigerators ....	26	33

And—believe it or not—look at this picture for *radio*—one of the most highly competitive fields in the country: Radios—82 in 1941, and 110 now. These new businesses—these new users of our product—will more than offset the number of failures which always take place. And the net result is bound to be a big increase in the use of all advertising.

#### Expanded Use of Material

Because of the war, and because of a gradually changing picture, many of the old familiar pieces of printed promotion are going to get new boosts in popularity. We need mention but a few of them.

There is already a demand for increased *display materials*. There is even a call—or soon will be—for an entirely new type of display. With the trend toward open display windows in retail stores, displays for tomorrow will in many cases have to be designed and printed on two sides, so that consumers inside and outside the store can get the message. Then, too, many advertisers recognize for the first time the importance of closer dealer cooperation—which demands better quality and more practically planned display material. Displays now have become a full-fledged advertising medium, with specific circulation and coverage.

There has been a tremendous increase in the use and function of the house magazine. A quick look at the

growth of these publications show some interesting facts:

Year	No. of House Magazines
1921 .....	334
1929 .....	575
1930 .....	280
1936 .....	417
1941 .....	1000
1946 .....	6000

Notice the decline in 1930—but remember that in those days, management had not seen the real value of the house publication. The estimate of 6000 magazines for this year refutes the claims of those who predicted a short life for the issues born in war-times. (Sure—a few of them have been dropped already; but in general, they are here to stay.)

I wonder if you have any idea of the size of this young giant of the private publishing business? What would you guess as the annual expenditure, in this country, for house magazines, including salaries and all expenses? A million? Five million? *The answer is more than fifty million dollars!*

To show you what types of new house magazines are planned, here is the result of a survey conducted by the National Council of Industrial Editors:

57% of the 460 companies contacted will have *new* external magazines.

28% of them will have *new* internal magazines.

15% of them will have *new* combination magazines—both internal and external.

A third kind of printed promotion which is receiving increasing popularity is the modern *Annual Report*—now a carefully planned part of public relations, sales promotion, and advertising—(not a dried up auditor's report, as it used to be).

Another group of pieces in direct advertising, which is getting more and more demand, is the class of books termed anniversary issues and institutional books, which do a great amount of indirect selling, both to employees and the customers.

Finally, there are the special catalogs and bulletins prepared in this

country for stimulating export markets. The production of foreign language literature is not difficult, provided printer or advertiser take extreme pains before hand to arrange for a translator with a full knowledge of the foreign languages as it is popularly used — not as taught from texts.

So much for the uses and users of our product. I don't think we have to worry about any decline in the *desire* for printed material. On the surface there is little doubt that the overall picture is a rosy one. Now let's look at our competition.

#### Competitive Situation

At first glance, we seem to be sitting pretty when compared to our chief competition. Magazine rates have been skyrocketing. Radio time is nearly sold out. We'll leave this situation looking pretty—and return to it shortly.

I haven't attempted to name all the good signs for sales in our business, but I think enough of them have been mentioned so that a few of us are tempted to light up a good cigar, sit back, and let things roll. Suppose we take a realistic view of some of the signs that are not so rosy.

We have stated that more money is going to be spent for advertising. Now . . . what assurance is there that we will get our share? Another question—what *should* our share be? Here is an analysis recently issued by the National Industrial Advertisers Association of Chicago. These figures are from a study of industrial advertising budgets.


Media	Total of Percentage
Industrial Publications.....	40
General Magazines .....	26.7
(for companies using them)	
Direct Mail .....	9.8
Consolidated Catalogs .....	5.4


(The balance, presumably, goes into miscellaneous advertising expense.)


Note that when the last two items are totalled, direct advertising gets only 15.2% of the entire budget. Yet, according to Eldredge Peterson, an editor of *Printers' Ink*, direct mail is second, in actual dollars spent, to all

(Continued on Page 83)

# eventy-Five Years

n 1871 George La Monte secured his patent for the manufacture of Safety Paper and produced National Safety Paper, the first practical product of its kind. Therefore, we are appropriately celebrating our Seventy-Fifth Anniversary in the year 1946.

t is fitting on such an occasion, for us, the successors to George La Monte, to acknowledge our tribute to his ingenuity, courage, foresight and integrity, and to pledge anew our aim to continue to carry on the business of George La Monte & Son on the same high plane on which it was founded seventy-five years ago.

e salute our many friends in the banking and business world. We give them our promise to maintain the high qualities of our products and service. To our loyal and faithful employees, we extend our sincere greetings and acknowledge our deep appreciation for their untiring efforts in aiding the continued progress of the Company.

GEORGE V. LA MONTE  
PRESIDENT

1871

1946



**LA MONTE**  
GEORGE LA MONTE & SON

*Safety*

**PAPER**  
NUTLEY, NEW JERSEY

# Choosing a

# Process Camera

By HERBERT P. PASCHEL

## PART FOUR

**T**HE discussion of the optional features and accessories which merit consideration in May covered focusing mechanisms, screen mechanisms, screen compensators, and flashing lamps. It was pointed out that accessories may be classified in four categories: 1) conveniences, 2) time savers, 3) essentials, and 4) precision controls.

### Aperture Control

Whether it be for line or halftone work, the photographer will have to make very fine diaphragm settings. Since the aperture indicator, as supplied on most process lenses, gives only broad divisions, the photographer is forced to set the diaphragm to the intermediate points by interpolation. With such arbitrary set-

tings, the exposure of a line negative is subject to considerable variation due to lack of coordination between the diameter of the diaphragm and the distance between lens and film. For the same reasons, considerable deviation in the relationship between screen distance, diaphragm size, etc., will be encountered in halftone photography. With each change in distance between lens and film, a coordinated change must be made in the diameter of the lens diaphragm in order to maintain the required light transmission factor ( $f$ : value). In halftone work, where more than one stop is used, it is not only necessary to maintain the required relationship between lens opening, screen distance and bellows extension, but the relationship between the various stops must be accurately maintained. The minute changes required cannot

be judged accurately by means of the lens diaphragm ring and scale.

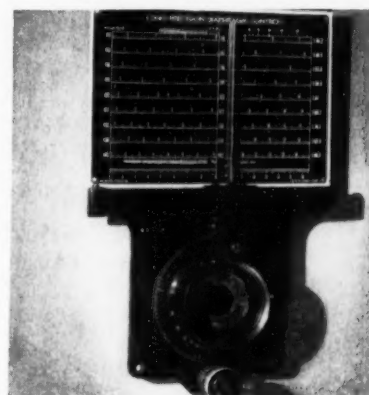
Various devices are available which permit infinite accuracy in lens aperture settings. In general they consist of a finely graduated dial attached to the lens (Figure 1) or lensboard, a pointer fastened to the lens diaphragm ring and, in some cases, a vernier movement for precision settings. The graduations on the scale are generally coordinated to some particular halftone theory although some scales are simply a fine graduation of the  $f$ : values. Whatever the scale may be, it will nevertheless permit lens settings exactly coordinated to the bellows extension. By means of such aperture control, the quality of halftone negatives will be improved, errors in exposure due to diaphragm variations will be eliminated and a uniform line and halftone technique evolved. The following constitute some of the prominent aperture controls available, namely, Douthitt, Kinzler, Wesel, A.T.F.-Long (Figure 2).

It is possible with several of these



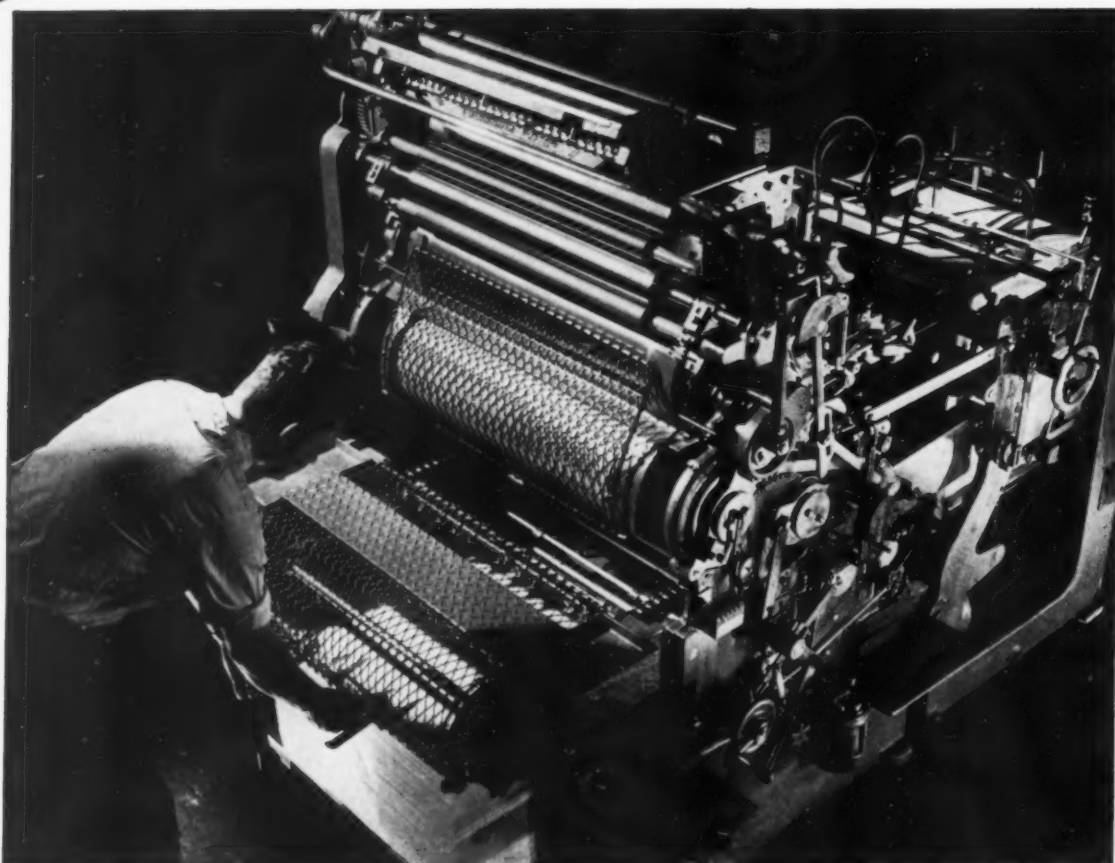
←FIG. 1  
The lens scale of the Douthitt Diaphragm Control. The positions for setting the indicator are obtained from another unit which automatically registers the bellows extension.

FIG. 2→  
ATF-Long Diaphragm Control. The scale divisions are correlated to the bellows extension which is obtained from the focusing tapes.



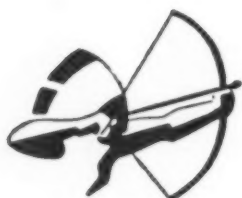
**ATF CHIEFS**

*"Roll it out"*



THE ATF CHIEFS are designed primarily to handle the widest variety of jobs with the least lost time . . . to ease and speed the pressmen's work and to "keep on rolling along." In short, a profitable press to own and operate. ATF Chiefs are made in three useful sizes: 14 x 20, 17 x 22, and 22 x 29.

Ask your ATF Salesman, or write for commercial samples of actual runs that show what the Chiefs can do for you.



**OFFSET . . . complete from**  
*darkroom to pressroom*

ATF Precision Cameras and plate-making equipment are modern and efficient, too.



**AMERICAN TYPE FOUNDERS**

200 Elmora Avenue, Elizabeth B, New Jersey

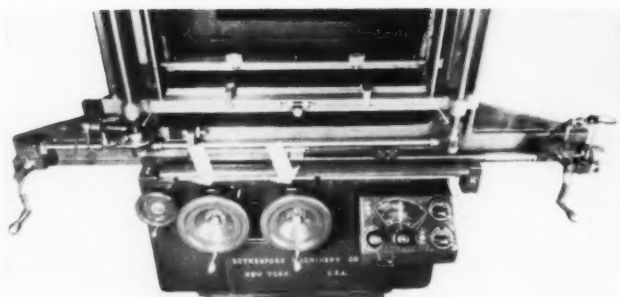


FIG. 3—Darkroom end of modern precision camera. The small panel at extreme right contains diaphragm control and scale, filter changer and exposure timers. (Rutherford Camera)

controls to operate them from the darkroom (Figure 3). This offers many advantages since the photographer need not leave the darkroom to change apertures during a halftone exposure or when making several negatives of different sizes from the same copy.

The above controls provide a precise means of setting the lens aperture to specific diameters—leaving the choice of both diaphragm diameter and exposure in the hands of the operator. The Robertson Diaphragm Control (Figure 4) utilizes a new approach to diaphragm control in that, during the exposure, the diameter of the aperture is gradually and automatically diminished so that the range of apertures from the highlight

stop down to the detail stop is smooth and continuous instead of abrupt. The result, according to the manufacturer, is a smoother blending of tone values between highlight and shadow. The starting point (maximum aperture) is determined in accordance with the degree of enlargement or reduction. This device may be considered as a combined diaphragm control, automatic diaphragm changer and exposure timer.

#### Arc-Light Carriage

In order to obtain uniformity of exposure, it is necessary that the distance and angle of the arc-lights from the copy remain constant at all times. Under the older arrangement the operator must change the position of

the lights with every change in the copyboard position. It is not always possible to judge, without actually measuring the distance and angle, whether or not the lamps are accurately positioned. Since the strength of light is inversely proportionate to the distance between light source and illuminated surface, any variation in arc-light position will result in a variation of light strength reaching the copy. Such variation will induce under-exposure, over-exposure and uneven illumination. A simple solution to this problem is the arc-light carriage which connects a pair of arc-lights to each other and to the copyboard at a fixed distance and angle. Not only is the copy illumination standardized by this means but the movement of the lights is synchronized to that of the copyboard—effecting thereby a considerable saving in time and effort, for both lights and copyboard are positioned at one and the same time.

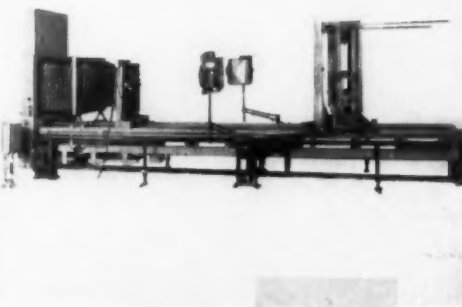
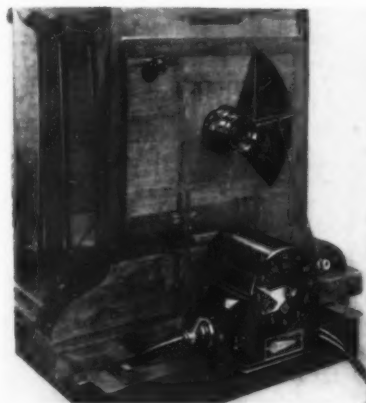
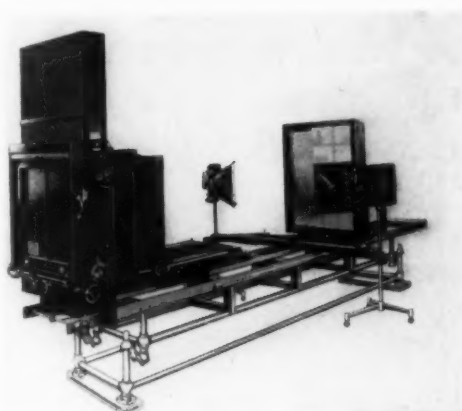
Of the many arc-light carriages available, there are only three basic types. The simplest arrangement is the bracket type (Figure 5) which, by means of a set of adjustable rods, ties up the lights on their original stand to each other and the copyboard. An elaboration of this type consists of a separate carriage hooked up to the copyboard which supports the lamps. Both of these devices ride on the floor. The second type consists of a pair of adjustable arms emanating from the copyboard carriage to which the arc-lights are attached. The third type utilizes a set of rails (Figure 6) attached to each side of the camera bed and running the full length, to which are attached separate carriages with adjustable arms supporting the lamps. The latter two types have advantages in that there is no connection between floor and lamps to impede the travel of the lamps or for transference of vibration to the camera bed.

Even with precise diaphragm settings synchronized arc-lights and accurately judged and timed exposures, it is still likely that variations in

FIG. 4 (Below)—Robertson Automatic Diaphragm Control. This unit not only correlates the diaphragm setting with the bellows extension but also, throughout the exposure, gradually diminishes the diaphragm from a highlight stop down to the detail stop. Exposure interval is also controlled.

FIG. 5 (Top, Right)—Synchronized arc-light carrier of the bracket type. View also shows camera back with elevating screen mechanism. (Robertson Camera)

FIG. 6 (Lower, Right)—Synchronized arc-light arrangement with separate rails and carrier. (Vallette)





**YOUR CUSTOMER KNOWS WHAT YOU'RE  
TALKING ABOUT WHEN YOU SAY:**

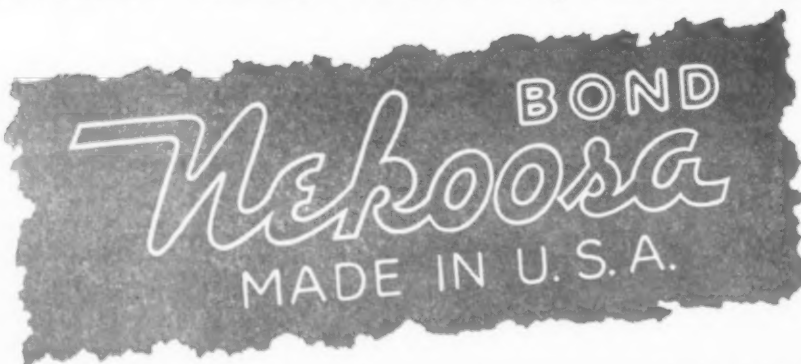
***"I Recommend Nekoosa Bond"***

Chances are your customer has already used Nekoosa Bond, or he's seen the Nekoosa advertisements in *TIME* and *BUSINESS WEEK*. He knows that Nekoosa Bond is *pre-tested*—for quality and performance—for appearance and printability.

When you recommend Nekoosa Bond, you are recommending an old friend—a friend that will bring satisfaction to the printing buyer and more sales to you.

**NEKOOSA-EDWARDS PAPER COMPANY, PORT EDWARDS, WIS.**

*One of the complete line  
of Watermarked Pre-  
Tested Business Papers  
manufactured by  
Nekoosa-Edwards Paper  
Company.*



exposure will be encountered. The cause can very often be attributed to current fluctuation which influences the light output of arc-lamps. With every change above or below the normal line voltage, there will be a corresponding increase or decrease in illumination reaching the copy. Obviously, the photographer is unable to judge, or compensate for, such changes.

We are all familiar with photo-electric meters for determining the strength of light and electronic timing devices for accurate control of time intervals. The combining of two such instruments by means of a special electronic circuit (Figure 7) results in a device which is capable of controlling a pre-determined light-time cycle in accordance with the strength

of the illuminant. The light-sensitive element (photo-tube) receives light from the same source that illuminates the copy. The impulses set up by the photo-tube are integrated by the electronic circuit which, in turn, activates the timing mechanism. Variations in the strength of the light reaching the photo-tube are recorded by the circuit which then accelerates or retards the timing mechanism in accordance with such changes in light strength. As the illumination decreases, the time interval is lengthened and, conversely, the time interval is shortened should the light strength increase. The net result is an exposure that is balanced to maintain the time and intensity factor. The operation of such devices is comparatively simple, requiring, on most models, merely the setting of the timing scale for the light-time units known to produce the desired exposure.

Among the exposure controls presently known and available are the Totalux (Figure 8) Hurlerton, Gelb and Luxometer (Figure 9).

#### Teamwork of Devices

Individually, each of the devices under discussion has a function which it can fulfill by itself. However, utmost utility, or efficiency, can sometimes be obtained only by means of a companion device. It might be well, therefore, to summarize some of the remarks made about these devices throughout the article.

Scale focusing is based on optical laws governing the function of lenses. Introduction of other optical equipment either in front or in back of the lens can and will alter the conditions on which a focusing scale is based. The halftone screen alters the focus sufficiently to require a different distance between lens and film at a specific degree of enlargement or reduction, than a line setting. Thus, to avoid the need and annoyance for differentiating (in focus) between line and halftone settings, scale focusing and screen compensators should be considered inseparable.

A flashing lamp operated electrically from within the darkroom serves no useful purpose unless the lens aperture can also be controlled inside the darkroom.

An electronic exposure control, for greatest efficiency and advantage, should be complemented by a diaphragm control and synchronized arc-light carrier. The screen compensator should also be considered a companion device to an elevating or sliding screen mechanism.

Mention might also be made of the rotating filter holders (Figure 10) operated from the darkroom, which are desirable additions to cameras possessing darkroom operated diaphragm controls and flashing lamps.

Most camera operations, with the exception of inserting or removing copy, can be performed or controlled within the darkroom. Such an arrangement possesses many operating advantages. In selecting the camera you need, keep in mind that it is likely to be with you a good many years. During those years it will affect your over-all operations in many ways. An unwise choice, although it may be low in initial cost, may make your operating costs higher than they should be. Camera manufacturers have the engineering skill and manufacturing facilities to produce a camera for every lithographic requirement. The camera that fits your needs is yours for the asking. Whether or not you get it depends on how carefully you select it. ★ ★

(The above concludes this series on Choosing a Process Camera.—EDITOR.)

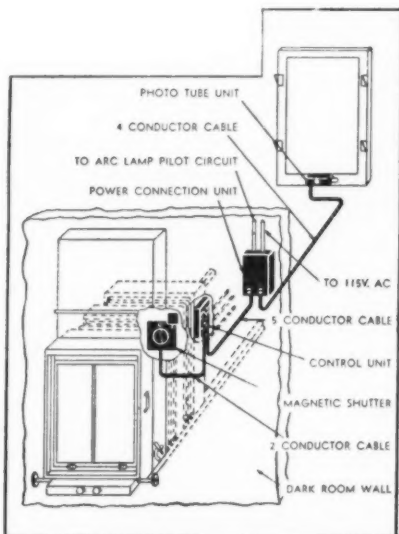


FIG. 7—Typical installation of an electronic exposure control on a darkroom camera. (Lux-o-meter)

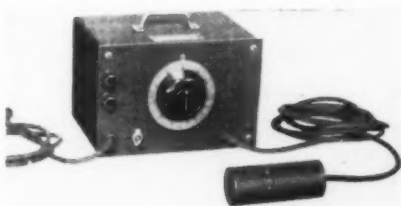


FIG. 8 (Above)—General Electric Totalux electronic exposure control.

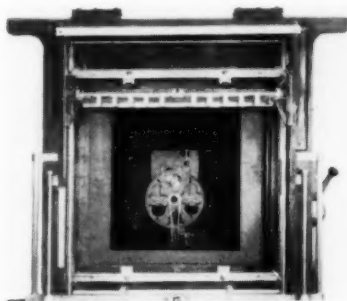
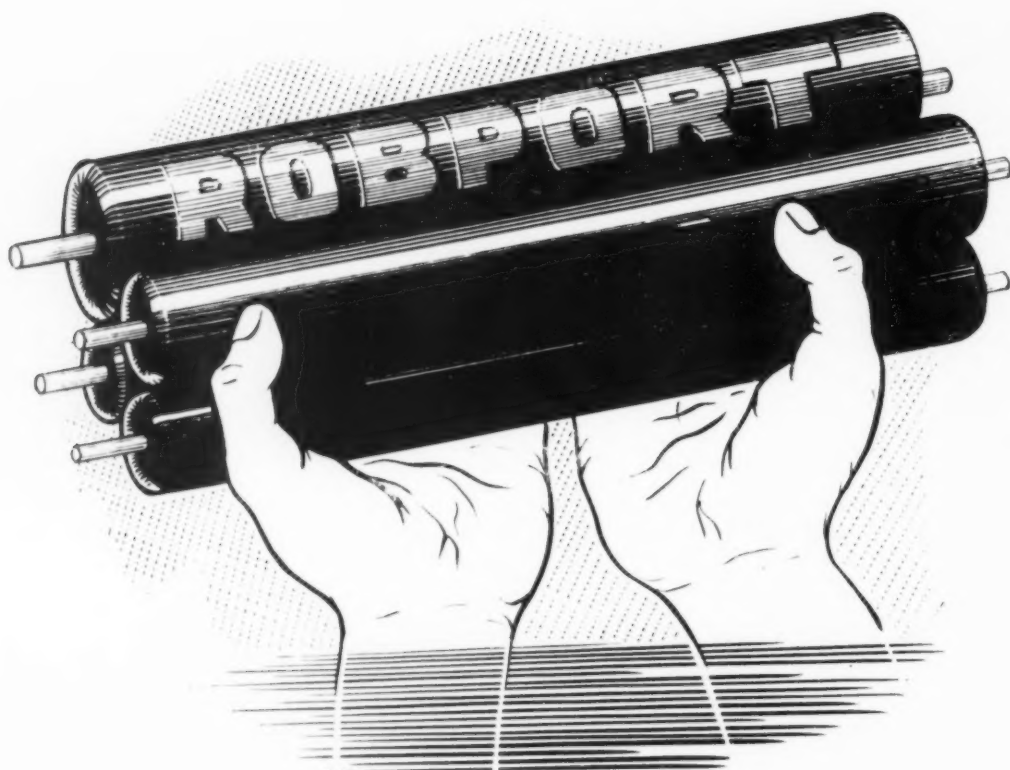


FIG. 10 (Above)—Rotating filter holder (behind the lens) controlled from within the darkroom. (Rutherford)

FIG. 9—Lux-o-meter electronic exposure control.





# Leather Is Back!

**Now you can have R & P leather distributor rollers, and smoother, better production**

This is the news your presses have been waiting for all war long. Leather . . . yes, leather . . . is back! Which means you can have Roberts & Porter smooth leather distributor rollers on all your new presses . . . and better, faster, more economical production.

Robport leather distributor rollers are precision-fabricated and scientifically-tested to allow for stretching. *They're smooth.*

Robport leather distributor rollers do not chip, crack or blister. *They're tough.*

Robport leather distributor rollers have a

longer life than any other type of distributor roller. *They're durable.*

Robport leather distributor rollers cost less than most rubber or composition rollers. *They're economical.*

Robport leather distributor rollers assure a cleaner, smoother flow of ink. *They're efficient.*

Smooth, tough, durable, economical and efficient . . . what else is there?

*Write today . . . for prices of Roberts & Porter leather distributor rollers for your new presses.*

## Roberts & Porter, Inc.

CHICAGO — 402 South Market St.  
BOSTON — 88 Broad St.

NEW YORK — 100 Lafayette St.  
DETROIT — 477 Selden Ave.



TIME EXPOSURE, PARK AVENUE AT DUSK, BY LEON DEVOS

## Business moves on Color, too!

BUSINESS FORMS get things done—particularly if they are color-keyed for action. Using color to identify each page of a multiple form speeds identification, gets it to its destination faster,

simplifies handling and filing.

Today, millions of business forms are printed on HOWARD BOND, available in *whitest* white and in many clear, clean colors. It is a quality bond—so fine, in

fact, that it is also a favorite letterhead paper. Thanks to wide distribution it is quickly available everywhere. Say "HOWARD BOND" for letterheads and business forms.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO



# HOWARD BOND

*"THE NATION'S BUSINESS PAPER"*

## Soothing the Savage P. A.



"I GIVE UP!" snarled the purchasing agent. "I have had enough. On top of everything else, this is the last straw!"

"What is?" I asked, trying to be helpful as a printer should be.

"Paper is. That's what is! Forms and business letterheads. The Chief wants to economize and, at the same time, get a bond that's serviceable, too. I'm just a *second-rate* genius—can't do both, y'know!"

"Fact is, friend, you *can*. Take a reading on this sheet which I happen to have here. Try it with pen, pencil or typewriter. Get your gal to make some carbons. Erase it. Then — and hold onto your hat — look at that watermark. And economical? Check these figures and be amazed!"

He did and he was and the three of us—the P. A., the Chief and I—are just like that! (That's me on top of a nice order!) The wonder bond?

You guessed it!



# Maxwell Bond

HOWARD PAPER MILLS, INC.  
MAXWELL PAPER COMPANY DIVISION  
FRANKLIN, OHIO

*America's Favorite Low-Cost Bond*

# New Graphic Arts Methods & Materials

By

**A. E. GIEGENGACK** Public Printer of the United States

## PART TWO

**A** RECENT article by a former employee of the Government Printing Office on the so-called "one-up-and-one-down" method of book printing has aroused considerable interest. The method results in production of work-and-turn forms from a single set of plates which can be gathered and bound 2-up. It may also be used for sheet-wise production. It is applicable only to side-wire-stitched, Smythe-sewed or loose-leaf publications not exceeding 7 inches along the spine.

### **Loose-Leaf Binder Wings**

Until recently wings for loose-leaf binders were manufactured by hand in the Government Printing Office, using a Potdevin gluing machine. The method was to take the board inserts and run these through the gluing machine, one side, then placing them, spaced properly, on the cloth. Next, the cloth on which the boards were mounted was run through the gluing machine again. The cloth was turned over the boards and the edges of the cloth turned back to permit them to dry.

Under the new method a Brackett gluing machine has been altered and special jigs made. We are now able to produce approximately 3,000 binders daily as compared to about 300 by the old method, reducing the cost of production some 90 per cent.

Take next the question of production control which we have developed, out of necessity, to an unusual stage in the Government Printing Office. On our press control boards we keep a visible record of every job as it goes through the pressrooms. We know at a glance where every job is, when it is scheduled for press and completion and the press group to which it is assigned. The principal purpose of the boards, of course, is to show available press time for scheduling incoming work.

Naturally, this discussion covers only a very few of the developments in the Government Printing Office. Some of these methods are used or were originated in other plants, and any progressive plant probably has equally good tricks of the trade which it could share with the industry if it had the opportunity to do so. Journeymen printers know that the best way of adding to their knowledge is to go into many plants and see how the other fellow does the job. Management can profit by the same practice; it cannot wholly keep up with advances in the industry by sitting still. Let's now turn for a moment to advances in printing machinery.

### **Progress in Equipment**

Equipment advances, for the most part, if we except a few items like the electronics press designed by Huebner, are following traditional lines. Deliveries have been held up

by shortages of gray metal, and it will be many months before manufacturers can catch up with their tremendous backlog of orders. From what I can gather, the improvements are numerous, but the changes do not embody new principles. Take a post-war press, for example—it will perhaps have better feed control, better ink distribution, better delivery, maybe slightly higher speed. It will use, sooner or later, ink formulas which have been improved, paper with better printing qualities. There is a tendency to enclose moving parts in housings. The infrared ray is coming into use for drying. Delivered sheets will be jogged by electronic vibration. Precision cameras are being designed with better diaphragm control for more exact exposure control. The list of minor improvements in nearly every piece of equipment the printer uses is far too long to allow enumeration here.

### **New Methods in Book Publishing**

A recent trade paper article comments on the letterpress experiments of Bruce Wale in the field of the sheet-fed rotary. Connected with it was an interesting comment by William C. Huebner, of Huebner Laboratories. He believes that the future trend will be toward cylindrical tubes carrying the images in predetermined register. The Scribner Press has already adopted a similar method of production, which may result in far-reaching changes in the book-publishing field. Book printing has been largely restricted to flat-bed presses because of the high per-hour cost of rotaries and

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## **A review of wartime and recent research developments at the Government Printing Office and in the graphic arts industry in lithography, letterpress and gravure**

(Excerpts from an address by Mr. Giegengack before the Philadelphia Club of Printing House Craftsmen, April 11.)

the large amount of standing time to allow for imposition. Scribner has overcome this objection by molding rubber plates on flexible spring brass which is creased on the ends to fit into slots on the plate cylinder in predetermined position. They are using a letterpress Webendorfer similar to this manufacturer's offset rotary. I understand that the long-run "For Whom the Bell Tolls" was produced in this manner.

Other interesting experiments in the book-publishing field are being made by Garden City. This company is making an extensive study of binding with a flexible plastic in place of sewing. If they are successful—and the project certainly has possibilities—the Perfect Binder may replace many of the sewing machines now used in book production. This undertaking does not contemplate a cheaper, flimsier, less attractive volume; the method, if successful, would be applied to better grade case-bound books.

### **Improvements in Paper**

Quite aside from the fact that general grades of paper have been lowered greatly during the war because of materials shortages, manpower shortages and wartime restrictions, there have been notable advances in development of improved finish, better surfacing methods, waterproofing, scuffproofing, ink receptivity, writing quality, and so on. In the relatively near future these processes can be applied to general commercial manufacture. I am proud of the Government Printing Office's part in many of these developments.

A valuable outcome of the war has been the high wet-strength and scuff-resistant papers for map and chart

making<sup>1</sup>. The armed forces asked us for paper that would stand up in salt water, rain, blood, and sweat, as well as the grease and grime of machinery and ordnance equipment.

Working with paper manufacturers, our chemists developed stock with high folding, tensile, tearing and bursting strength, with resistance to scuffing and abrasion, good erasing properties, good opacity, minimum expansion and contraction, and good printing quality. These properties are retained by the paper even when wet. All it required to accomplish this was treatment of the paper fibers in the heater with insoluble resins. When thus attached to the fibers, the plastic forms such a firm bond that it cannot be washed free. Since they are effective to some degree on any kind of fibers, the use of the resins will permit the manufacture of many kinds of paper in reduced weight without sacrifice of strength. The result—a saving of pulp.

I want to show you how printing, paper, and fluorescent pigments and dyes have been combined in the Government Printing Office and by Government Printing Office contractors to produce effects entirely new under the sun—or perhaps I should say entirely new after dark.

### **Fluorescence in Printing**

Perhaps the greatest single use of printing or paper having fluorescent properties was for tables, maps, and charts used by the Air Forces in night bombing. These tables were a highly specialized product and had to be tailored to meet rigid specifications for nonglare, brightness, visibility under normal light, visibility

<sup>1</sup> See "Wet Strength Paper," *Modern Lithography*, Sept., 1945, pg. 42.

under ultraviolet light, effect on the dark-accustomed eye, and so on, almost endlessly. Fluorescent printing has many other uses<sup>2</sup>.

It was during the most highly technical of all wars that the science of fluorochemistry went to work for the printing trade. Army and Navy requirements, as well as emergency civilian regulations, made it necessary for the Government Printing Office to bring into serious practical use fluorescent chemicals and the ultraviolet ray.

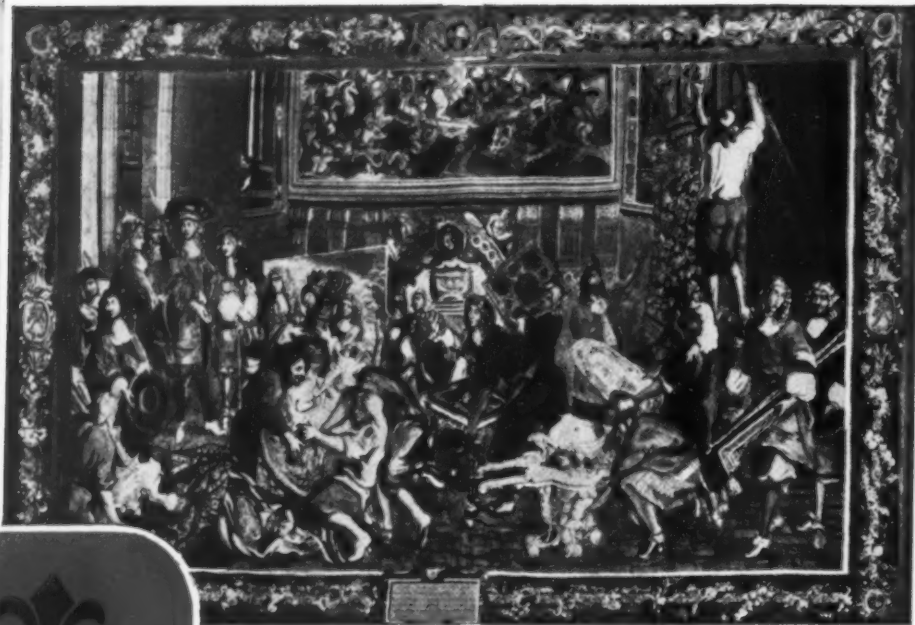
With the institution of rationing, it became evident that measures would have to be taken to safeguard the program and protect the public against counterfeiting of ration coupons. When the Office was called on to produce the first ration book in a manner which would make stamps counterfeitproof, we turned to the use of fluorescence as a means of identification. It was then almost a new science as applied to printing, but has since been greatly developed. Our first principal means of identification was to beat into the paper a certain proportion of fibers that were fluorescent under ultraviolet rays. Our chemists went immediately to work to perfect means of identification. The fluorescent property of surface printing was only one of these methods, and we now have many infallible means of separating true stamps from counterfeits. All the methods now used were developed by the Government Printing Office and are used without any royalty payments.

Through a joint effort of the Coast and Geodetic Survey and the Government Printing Office, fluorescent multicolored aeronautical charts were developed and printed in millions during the course of the war. Fluorescent charts, tables, and other printed matter are used by pilots and bombardiers, since ultraviolet light is invisible if inadvertently directed toward the enemy.

The charts were first printed with fluorescent inks on ordinary chart paper, which, however, appears al-

<sup>2</sup> See "Fluorescent Lithography," *Modern Lithography*, April, 1944, pg. 24.

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# EAGLE-A PAPERS

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most black under a well filtered ultraviolet light so that it was impossible to read penciled notes and hand corrections.

A paper was next produced on which a fluorescent coating was laid and the printing done with ordinary lithographic inks. While this product was more satisfactory, it was not ideal. The paper had low resistance to handling. The fluorescent coating could be too easily destroyed by erasure. We continued our experiments and finally developed a higher quality lithographic chart paper in which the fluorescent properties were incorporated into the structure of the paper itself. With this latest development, the printing of aerial navigation maps or charts involved no special technique for the lithographer and the fluorescence is almost as enduring as the paper itself.

Other fluorescent bombing tables include several different types of white fluorescent inks applied by letterpress to a dull black paper which completely absorbs ultraviolet rays; ordinary letterpress printing on a specially dyed fluorescent paper; reverse plate on this same paper; and finally, reverse plate using a very dull black offset ink on a highly fluorescent, beater impregnated paper.

Letterpress on dull black paper, was discarded because we were unable to blend an opaque, nonfluorescent pigment with a zinc-sulphide-cadmium-sulphide fluorescent pigment. By this method we failed to get a satisfactory balance between daylight and ultraviolet light visibility. Titanium oxide supplied the necessary opacity but served to quench the brightness of the fluorescence.

Letterpress on fluorescent-dyed paper was not acceptable, because it gave off a visible light in a wavelength which destroyed dark-adaptation of the eye. A reverse plate on the same fluorescent-dyed paper produced too much glare and inadequate daylight contrast.

The approved method of producing this table was to impregnate the paper with fluorescent pigment in the process of manufacturing the stock

(Continued on Page 84)



**T**HE lure of the greensward was answered at the LNA Atlantic City convention as the LNA golfers again held their traditional tournament in connection with the more serious business of wrestling with postwar problems.

ml

*Heard on the golf course: "We can't hire girls to work in the office anymore*



*because every time one comes in for an interview, she turns down the job because she can get as much take home pay from the government for not working as we can pay her for working." . . . "Remember the conventions at White Sulphur?" . . . "Last week I sold a dozen pre-war golf balls for \$40." . . . "The panel sessions on technological advances and on training were well organized." . . . "I didn't mind my hotel room not having running water, or a bathroom, or an ocean view, and an old strap (patented 1906) hanging out the window as a fire escape—but I thought the least they could do was to put in a 40-watt bulb instead of a 25." . . . "It was a nice stunt to have many of the sessions preceded by a brief sound motion picture to run while the late comers drifted in." . . .*

ml

The party sponsored by International Printing Ink held in one of the sun rooms overlooking the world famous beach was one of the social highlights of the four-day conven-

tion. Another highlight was the return of the annual president's reception, given by the Harris-Seybold Co. This event preceded the annual banquet. The banquet was a gala affair with about 400 attending. Many came in formal dress, while many others, choosing the optional course, wore business suits. Either way they seemed to have a good time. After the entertainment program the dancing continued until after midnight.

ml

The poor underfed taxi drivers only got five bucks for a one way trip to the Seaview Country Club where the golf tournament was held.

ml

*They might have made more than that running from one end of the hotel to the other. Out of 379 persons interviewed in the hotel, 379 admitted they could not find their way around in it.*

ml

The leather paper weights with a magnifying glass in the center for examining halftone dots, delivered to the rooms of registered guests, were attractive gifts, compliments of Sinclair & Valentine Co.

ml

The escape maps used in the war, consisting of lithographed silk so fine that a complete map could be concealed inside a button on a uniform were described to reporters at the convention and an Associated Press release on the item appeared in newspapers all over the country. The maps were designed to aid in the escape from enemy territory. By unscrewing the button the map could be removed, and if necessary could be swallowed without harm if capture appeared imminent.

ml

*In the May issue of "Holiday," Curtis' gay new magazine, only 32 pages out of the 128 total were printed without color. Every other page had color and most of them had four-color process. The power of color is really asserting itself these days.★★*

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Sharp, snappy contrast . . . hard-edged dots . . . these are qualities that make Du Pont Photolith Film the favorite of cameramen in many lithographic plants.

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# ABOUT THE TRADE

## ALA Studies 35-Hr. Week

The Amalgamated Lithographers of America, CIO, in an international convention has recommended a change in by-laws to provide for a 35-hour work week, subject to the approval of the membership, William J. Riehl, international president, told *Modern Lithography*, following the ALA convention, May 20-25, at the Antlers Hotel, Colorado Springs, Colo. The policy of seeking six paid holidays and two-week vacations was also approved, subject to membership approval. Apprentice rules "remain about the same," Mr. Riehl said, and there is no change in the status of veterans. At present veterans are admitted to the union "if they work out well in the shop and seem to be qualified."

Mr. Riehl said that no definite policy had been formulated on the idea of a national lithographic labor contract, and that such a move would be up to the employers. The status of the Joint Lithographic Advisory Council was not changed, he said.

The convention, formerly held every three years will be held every two years in the future. It was attended by international union officials and elected delegates of locals.

## Rossotti Gets Coast Plant

Purchase of a building at 5700 Third St., San Francisco, in which lithographic equipment will be installed, has been announced by Rossotti West Coast Lithographing Co., a company affiliated with Rossotti Lithographing Co., North Bergen, N. J. The building contains 120,000 square feet of floor space. Production at the new plant will supplement the work of the company's plant in New

Jersey to serve the west coast markets already being serviced by the Rossotti sales offices in San Francisco.

## Stevens Joins NAPL



William J. Stevens (above), plant superintendent of Edward Stern & Co., Philadelphia, and an active participant in lithographic industry activities, was to join the staff of the National Association of Photo-Lithographers June 17. Walter E. Soderstrom, executive secretary, announced. Mr. Stevens is a member of the Philadelphia Club of Printing House Craftsmen, is president of the Litho Club of that city, and is first vice-president of the National Association of Litho Clubs. He has been with the Stern company for the last five years, serving in various capacities. He will make his headquarters at 1776 Broadway, New York 19, in the association offices.

## NAPL to Meet in Chicago, Oct. 17-19

The National Association of Photo-Lithographers has announced that its 1946 convention will be held in Chicago at the LaSalle Hotel, Thursday, Friday and Saturday, October 17, 18 and 19. Thirty-six exhibit spaces for the showing of equipment and supplies have been arranged. The convention program will cover the industry's labor, costing, selling, and production problems.

## Fire Changes Plans

The fire at the LaSalle Hotel early in June will cause a change in plans for the NAPL convention Mr. Soderstrom said on June 6. Any changes in the plans will be announced as soon as possible, he said.

## Coordinate Ink Research

Research work in the ink making field, being carried on by two separate organizations, will be carefully coordinated to avoid duplication of effort, it was announced during May. Representatives of the Lithographic Technical Foundation and of the Printing Ink Research Institute, met May 14 at Atlantic City, N. J., to discuss plans for research in this field. Included among those present at the meeting were, Robert F. Reed, research director of LTF, Wade E. Griswold, executive director of LTF, Paul W. Dorst, and Michael H. Bruno, of LTF and Armour Research Foundation, respectively, I. M. Bernstein, director of the Printing Ink Institute, Anthony J. Math, chairman of the printing ink makers research committee, G. L. Erikson, Braden-Sutphin Ink Co., Cleveland, Dr. A. C. Zettlemoyer, of Lehigh University, Bethlehem, Pa., where the ink industry's research program is being carried out, and David A. Sloane, executive secretary of the National Association of Printing Ink Makers, with which the ink institute is affiliated.

## Remove Ink Ceilings

The price ceilings on "inks for paper printing" were removed by the Office of Price Administration May 9. Although no mention was made in the OPA order of inks for metal decorating or for application to other surfaces, it was reliably reported that a correction would be issued exempting these inks from price control.

## Norcross Expands

Norcross, greeting card publishers, New York, during May leased two floors, 35,000 square feet of floor space, at 401 East 163rd St., Bronx.

Prominent Users of Strathmore Letterhead Paper: No. 67 of a Series



**what would field research say  
about *YOUR* letterhead?**

**A** young company that gets around, James O. Peck Company, two years old, covers the country with thorough-going surveys in industrial field research. The Peck Company makes it their business to know the *WHY* of sales acceptance by getting the *customers'* viewpoints and practices. Actual conditions to be met in the prospective market are thus the basis for marketing and sales counsel.

**T**he James O. Peck Company are represented by competent personnel...and an effective letterhead on Strathmore Paper. You, too, should use a quality letterhead that says *competence* for your company. The Strathmore watermark is your assurance of quality.

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in national magazines tell your customers about the letterheads of famous American companies on Strathmore papers. This makes it easier for you to sell these papers, which you know will produce quality results.

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This series appears in:

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TIDE  
PRINTERS' INK  
SALES MANAGEMENT**

### **Buys Newick Bros.**

The firm of Newick Brothers, Newark, N. J., lithographers, has been purchased by Multi Lithographers, Inc., New York, a company affiliated with Alfred Allen Watts Co., New York printers. Under the new ownership George Kohler will manage the Newark plant which will be operated under the original name, and there will be no change in personnel, equipment or company policies, a spokesman said. Ruskin Watts, vice president of the purchasing company will have general charge of sales.

### **Announce St. Louis Awards**

Radio Station KMOX of St. Louis won first prize of \$50 in the local classification of the national Erma Proetz award of the Women's Advertising Club of St. Louis. The entry consisted of samples of the direct mail campaign of the radio station from March 1945 to February, 1946. The lithographic work done on the entire year's project which won the award was divided between Simmons-Sisler Printing Co., and the Von Huffmann Press, both of St. Louis.

Second prize in the local classification was awarded to Huffman Advertising Company, of St. Louis, for outdoor advertising of a local rug cleaning concern which told the story of rug beating in cartoon and caricature style, and was another winner produced by lithography.

In the national classification which was open to women advertising executives, first prize of \$200 was awarded to Mrs. Elizabeth Eyerly, vice president of Botsford, Constantine & Gard-

ner, New York, for a national magazine campaign. Second award in the national classification was made to Mrs. Annia K. Hart, Sears, Roebuck & Co., Chicago, for national institutional and merchandising campaign and catalogue advertising.

The awards banquet climaxed a three day exhibit of all entries at Hotel Jefferson, St. Louis. The Associated Printers & Lithographers of St. Louis participated in the exhibit with 15 panel boards showing the various kinds of both letterpress and lithographic printing done by members of the association.

### **Strike at St. Louis**

A strike, called by the Allied Printing Trades Council, slowed down operations at the Con P. Curran Co., combination plant in St. Louis in May. The company reported that a settlement was reached May 23, and that the letterpress department was now a closed shop. Some controversy over the lithography department was continuing, it was reported, although workers were not on strike late in May.

### **350 Attend MASA Meeting**

About 350 persons, including many lithographers, attended the 27th annual luncheon meeting of the Mail Advertising Service Association, May 13 at Hotel New Yorker, New York, and heard U. S. Senator James M. Mead, of New York, speak. In his address, Senator Mead, declared that he saw little prospect for a reduction in postal rates for third class mail.

### **Talks on Photo-Type**

At the meeting of the New Jersey Type Setters Association, held in Newark at the Robert Treat Hotel, May 14, Alex G. Highton, president of Alex G. Highton, Inc., of Newark, discussed photographic typesetting for use in lithographic and other processes. He discussed his method for the composing of type characters without the use of metal. Mr. Highton has spent most of his life in the printing and publishing business. He is the inventor of a method for setting type photographically which he claims will provide the rapid production necessary for use in modern newspaper, magazine, and book printing. With his method, which is covered by U. S. Patent No. 2,351,126, the master type characters are mounted on the rim of a wheel. One character is photographed with each revolution, while the wheel is revolving at high speed.

### **Einson-Freeman Buys**

Einson-Freeman Co., Long Island City, N. Y., display lithographers, during May purchased a three story factory-type building at Grand Avenue and 54th St., in nearby Maspeth. The building is 100 by 420 feet and the property has a frontage of 250 feet and a depth of 625 feet. The building will be used as a finishing plant, supplementing present facilities. Offices and present manufacturing facilities will remain at Starr and Borden Avenues, Long Island City.

### **Rand Avery Expands**

Expansion plans which include a \$139,000 addition to its present plant, have been announced by Rand Avery-Gordon Taylor, Inc., Boston. Construction is already under way, having been started before the recent prohibition order on non-resident construction.

### **Harry E. Votaw Dies**

Harry E. Votaw, 76, former sales director of Commercial Printing & Lithographing Co., Akron, Ohio, died recently. He was a wood engraver for many years.

### **Detroit Firm Buys Building**

The Brownell Photo-Lithograph Company of Michigan has purchased this building at 6327 Linwood Avenue, Detroit. The plant has been moved to this location and is now in complete operation. According to D. A. Ross, general manager, the area of 16,000 square feet will be entirely devoted to offset lithography and will afford an expansion of all departments.



# Is there *More Magic* in this Mirror?

The halftone screen—a magic mirror, reflecting any scene. Only paper can truly capture its image. And if better papers are made, papers of finer texture, more uniformity, will they find still greater magic in the halftone?

Bryant says "Yes!" And to make that promise good, Bryant research is moving to the most modern paper laboratory in existence—the Graphic Arts Research Laboratory. Here, aided by the latest scientific equipment, Bryant can better continue the improvement of printing paper—know more fully its characteristics and physical properties—and even more important, its worth in a printed piece. The reaction of papers to various inks will be tested and predetermined so that they may do full justice to engravings.

Thus Bryant research will work toward the same goal as your own—better printing. Look to Bryant for the Measured Quality papers that achieve it.

*Sold Through Leading Paper Merchants.*

**BRYANT PAPER COMPANY**

Kalamazoo 29F, Michigan



### **NAPL Has 42 New Members**

Forty-two new member companies in the National Association of Photo-Lithographers were announced by that organization following its directors' meeting during May at Atlantic City, N. J. Of these new members, 34 are lithographing firms and eight are supply firms listed as associate members. The additions bring the association's membership to 244. The new ones are: Safran Printing Co., Detroit; Rust Craft Publishers, Inc., Boston; Wetzel Bros., Printing Co., Milwaukee; The McCullers Press, Dallas, Tex.; Dependable Printing Co., New York; Compton Engraving & Printing Co., Portsmouth, Ohio; Lichty Printing Co., Cleveland; Straus Printing Co., Madison, Wis.; Fort Wayne Printing Co., Inc., Fort Wayne, Ind.; Krieger-Ragsdale & Co., Inc., Evansville, Ind.; Krauss Litho Co.; Charles W. Joslyn; Arkansas Printing & Litho Co., Little Rock, Ark.; Jos. Hoover & Sons, Inc., Philadelphia; W. B. Hall, High Point, N. C.; Autographic Register Co., Hoboken, N. J.; Oficina Graf Mana Ltd., Rio de Janeiro, Brazil; Washburn Printing Co., Charlotte, N. C.; York Lithograph Co., Detroit; Maxwell Printing & Lithographing Co., Chicago; Williamson Offset Co., Boston; Fine Arts Lithographing Co., Kansas City, Mo.; Reproduction Offset Printing Corp., New Brunswick, N. J.; Fenn & Fenn, New York; Rufus H. Darby Printing Co., Washington, D. C.; Pioneer Publishing Co., Leeds, Mass.; The St. Lawrence Lithographing Ltd., Montreal, Canada; Buffalo Lithograph Inc., 1200 Niagara St., Buffalo, N. Y.; Beacon Litho Co., Boise, Idaho; Lithotype Process Co., San Francisco, Calif.; Peterson Lithograph & Printing Co., Omaha, Neb.; Hotels Statler Press, Buffalo, N. Y.; D. L. Terwilliger Co., New York, and Sanderson Brothers, 380 N. Ave., N. Abington, Mass.

Associate members are Martin Driscoll & Co., Chicago; Walden Sons & Mott Inc., New York; George R. Keller, Washington, D. C.; E. P. Lawson Co. Inc., New York; Graphic Arts Corp. of Ohio, Toledo, Ohio; William Gegenheimer Inc., Brooklyn,

N. Y.; Sinclair & Carroll Co. Inc., New York; and Marty Paper Co., New York, N. Y.

### **Heads Metal Decorators**



Winslow H. Parker (above), Parker Metal Decorating Co., Baltimore, was elected president of the National Association of Metal Decorators recently, succeeding Earl E. Gray, Caspers Tin Plate Co., Chicago. (A more complete story was published in the May issue.)

### **Dunwoody Adding Offset**

The William Hood Dunwoody Industrial Institute, Minneapolis 3, Minn., is installing a complete offset department in preparation for offering training courses in lithography. The equipment will include camera, platemaking and press facilities. F. J. Landon is head of the printing department. The project is in cooperation with the employing printers of Minneapolis.

### **Forms Miller Plate Co.**

The Miller Offset Plate Co., at 113 West 22nd St., New York, has recently been established by Arthur Miller, formerly in the armed forces. The shop was getting into operation during May, Mr. Miller reported, and was equipped to make black and white and color plates either alumen or deep etch.

### **Installs Photocomposer**

A Rutherford 69" photocomposing machine was recently installed by Ardlee Service, New York lithographers.

### **Bentley Dies; Elect Eddy**

Arthur Bentley, president of the Miehle Printing Press and Manufacturing Co., Chicago, for the past twenty-four years, died in Chicago during the month of April. Born in Manchester, England, Mr. Bentley came to the United States in 1902 and from 1905 to 1910 he was comptroller of the American Steel Foundries. He became associated with the Miehle company as first vice-president in 1910, serving in that office until 1924 when he was elected president of the company.

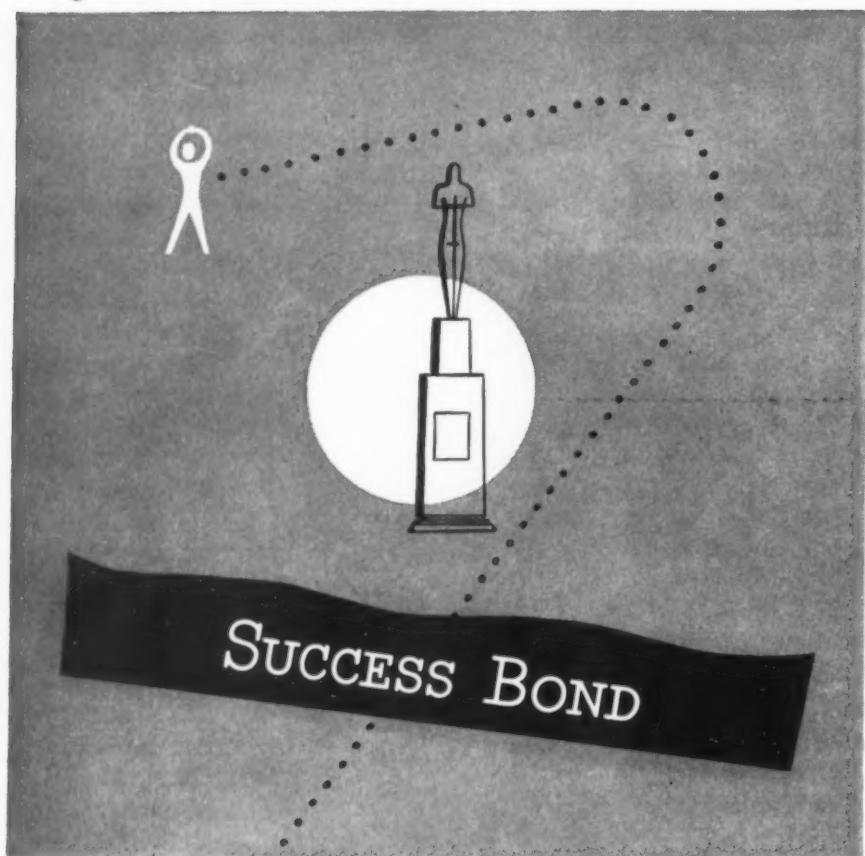
John E. Eddy was elected president to succeed Mr. Bentley. Phelps Kelley, elected executive vice-president, was appointed assistant to the president in 1936 and vice-president in 1942. Mr. Eddy attended Princeton University. In 1927 he entered the U. S. Army, was later commissioned captain and served in the infantry during World War I as aide to Major General Martin, Commander of the 86th and subsequently the 90th Division. Upon his return from overseas in 1919 he took his first position which was with the Miehle company at Chicago. He became branch manager of the company's Philadelphia sales office, was elected vice-president in 1932 and served in that position until 1943 when he was elected first vice-president.

### **Form Mail Plate Service**

Manhattan Photolith Plates, Inc., 19 Warren St., New York, has announced a mail offset plate service for plants in all parts of the country which do not have platemaking facilities. The firm claims to make plates and ship them the same day copy is received. Plates from 10 x 14" to 17 x 22" are handled. Charles Comstock and Miss Kathleen Branner are company principals.

### **PMC Appoints Brestel**

Clarence Brestel has been appointed purchasing agent of the Printing Machinery Co., Cincinnati. He entered the employ of the company in 1929. He will continue to handle his responsibilities in connection with the PMC Flinker Fountain Divider.



■ A 75% cotton fibre content paper made with extreme care, Success Bond in the Neenah line is distinguished by its appearance and finish, its crispness and strength. Success Bond is designed for age-resisting records, impressive business and personal stationery, legal forms and other papers that are being handled constantly.

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These famous names identify the papers manufactured by the Neenah Paper Company. The name *Neenah* appears in each watermark to identify the genuine for your protection.

OLD COUNCIL TREE BOND  
SUCCESS BOND  
CHIEFTAIN BOND  
NEENAH BOND  
NEENAH THIN PAPERS

TUDOR LEDGER  
STONEWALL LEDGER  
RESOLUTE LEDGER  
NEENAH LEDGER  
NEENAH INDEX BRISTOL

**NEENAH PAPER CO. • NEENAH, WIS.**

### Show Offset Direct Mail

Lithographed winners of awards among the 56 direct mail campaigns selected by the Direct Mail Advertising Association were on display at the annual meeting in May at Atlantic City of the Lithographers National Association. Of the 50 campaigns of mailing pieces, other than house magazines and processed letters, 32 were done in whole or in part by lithography. The exhibit included most of the lithographed pieces for 26 different campaigns; some material was not available. Over 300 different pieces were shown, running from small folders to reproductions of watercolors in the fine arts, and occupied twelve large panels.

Starting with the 1941 Direct Mail Advertising Association Winners, the use of lithography for direct mail pieces became quite noticeable, according to the LNA, with a still greater use of this process in producing the winners in the 1942 awards. The use of process color work on various types of papers with rougher surface or in fancy finishes is noticeable for much of the work; size is an important factor for the use of lithography with some of the pieces, particularly the RKO campaign which used "circus" techniques. The Upjohn folders in brilliant colors with unusual art treatment attracted attention. Full color envelopes used for mailing were a feature of the Upjohn campaign. This material was assembled and arranged by the LNA's education department.

### Begins Press Installation

Newman - Rudolph Lithographing Co., Chicago, began installation of new equipment early in June in its new \$1,900,000 plant under construction since last October. First to go in was a Harris four-color offset press, to be followed by a Miehle two-color. Other facilities were to follow as rapidly as available.

While the new structure is still incomplete, the first floor has been finished to a degree which makes possible this early beginning of the task of setting up the machinery. A strike of brick makers in May slowed up

delivery of supplies of this material but completion of the plant to the point where full occupancy will be possible is expected by early fall, Rudolph Mathesius, company executive, stated. By late fall, he said, the company anticipates being fully settled in the building, which occupies a block on Van Buren street, between Jefferson and Clinton streets, just west of the river.

### Arkansas Firm Remodels

A remodeling program involving about \$7,500 has been announced by Arkansas Printing & Lithographing Co., Little Rock.



Randall

Claire

Doty

Arnett

### Harris-Seybold Appoints

Appointing three branch managers, and a new office manager, J. W. Valiant, vice president and eastern district manager for Harris-Seybold Co., Cleveland, has announced a program of reorganization and expansion in the Eastern District. Newly appointed branch managers are S. E. Arnett, New York metropolitan area; J. C. Doty, New England area; and R. H. Randall, Philadelphia area. W. I. Claire, has been appointed eastern district office manager.

Mr. Arnett, with approximately 18 years experience in the graphic arts, has been a New York representative of Harris-Seybold for the past six years. During the war he served as an aviation engineering officer with the Marine Corps. His headquarters are at 75 Varick St., New York.

Mr. Doty joined Harris-Seybold last July, following more than 20 years experience in the graphic arts and paper industry. Formerly he was manager of Aetna Mill of the Howard Allied Paper Mills and sales en-

### F & L Man Retires

Fred E. Lidington, for over 20 years manager of the Fuchs & Lang Philadelphia Branch, has retired because of ill health and will make his home in Florida. Robert J. Butler, General Manager of the Fuchs & Lang Division, Sun Chemical Corporation, announced. Mr. Lidington, a practical lithographer, formerly held executive positions in several plants both in the paper and metal decorating fields.

Edward J. Bryson, who has been connected with the Philadelphia office for over 25 years, has been appointed to succeed Mr. Lidington as branch manager.

gineer for the Simonds Worden White Co. His offices are in the Rice Building, 10 High St., Boston.

Mr. Randall has served in various executive positions in litho plants during his 20 years in the lithographic industry. He has been with Harris-Seybold for 12 years, excepting time spent in military service as a major in charge of Air Technical Service Command Printing Plant Headquarters at Dayton. His office is in the Morris Building, 1421 Chestnut St., Philadelphia.

Mr. Claire joined the Harris-Seybold service department in 1935, and except for time spent in the navy, has been selling, servicing, and installing Harris-Seybold equipment for the past 11 years. While in the navy, he was assigned to the Bureau of Aeronautics as a specialist in photo-lithography.

Eastern district personnel, according to Mr. Valiant, has more than doubled in the past ten months to meet the requirements of Harris press and Seybold cutter users in the eastern seaboard states.

## Science Contributes to Better Printing!



# "33"

## INK CONDITIONERS

### Improve the Quality of Your Presswork



You can avoid many printing troubles by using "33" INK CONDITIONERS in all your inks. It's chemically-balanced to insure the best results under all conditions. There's no guesswork—no rule-of-thumb adjustments—no experimenting. Add "33" according to simple directions . . . and your inks will always be "Just right!"—in spite of age, humidity, difficult stock and other variable factors. Print quality is improved. Halftones stay "clean" and open. Colors print more brilliantly. Ink gloss is preserved. Customers are better pleased.

See your local dealer or jobber—or write direct for an 8-lb. trial can, as guaranteed below. Ask for a free copy of "To The Pressman".

#### 8-LB. TRIAL ORDER

If our Ink Conditioner does not satisfy you completely, return the unused portion at our expense.  
"33" (letterpress) "O-33" (litho and multilith)

**100% GUARANTEE**

Distributors: Some excellent territories are still open. Describe your coverage, when writing for attractive proposition.



Los Angeles • San Francisco • Miami • Orlando • Tampa • Jacksonville  
Tallahassee • Charlotte • Knoxville • Atlanta • Milwaukee • Kansas City  
Cincinnati • Dayton • Toronto • Montreal • Honolulu  
Export Division: Guiferman Co., Inc., 35 S. William St., New York 4, N. Y.



FOR OVER HALF A CENTURY

## Whiting's TEXTILE BOND

... has enjoyed nationwide popularity. It is the standard of medium priced BOND papers. Clear in color and formation, bulky, rugged, and with its exceptional cockle finish—

TEXTILE BOND IS THE  
OUTSTANDING 50% RAG BOND  
WHITING'S TEXTILE BOND

is offered in white (Sub 13, 16, 20, 24)  
and seven colors (Sub 13, 16, 20) Blue,  
Buff, Gray, Melon, Pink, Primrose,  
Quaker Gray

(Write for samples)

## WHITING PAPER COMPANY

HOLYOKE, MASS.

NEW YORK 11  
154 W. 14th ST.

PHILADELPHIA 5  
619 CHESTNUT ST.

CHICAGO 6  
111 N. CANAL ST.

BOSTON 10  
10 HIGH ST.

When you think of *writing*—  
think of *Whiting*

MODERN LITHOGRAPHY

## Point of Purchase Group Elects VanderBogart



Above: At the POPAI luncheon. Front row, L. to R.: Royal A. Hoffman; Edw. Batchelder, Assn. of Natl. Advertisers; Maurice Saunders, Lithographers Natl. Assn.; Val Schmitz; Ralph Thomas; and Charles Solomon. Back row: John Kurie; George C. Kindred; Dr. Ralph E. Rindfusz; Ken Ozmun; and F. L. Wertz.

At right is C. L. Vander Bogart, new POPAI president.

**C.** L. VANDERBOGART, vice-president of Niagara Lithograph Co., Buffalo, was elected president of the Point of Purchase Advertising Institute at its annual meeting May 16. He succeeds Homer Johnson of Snyder & Black, New York lithographers. Ralph W. Thomas, Forbes Lithograph Mfg. Co., Boston, was elected first vice-president; Edgar W. Reutner, Wm. A. Howe Co., Cleveland, mounters and finishers, was reelected second vice-president; and Carl Percy, Carl Percy, Inc., New York, was elected treasurer. Clifford Hodder, executive secretary, continues.

The meeting was held at the Marlborough-Blenheim Hotel, Atlantic City, N. J., following the LNA convention there. Forty persons attended the luncheon meeting and heard Dr. Ralph E. Rindfusz, president of Fact Finders Associates, discuss the problems involved in measuring point of purchase advertising results. He stressed that it is not a memory medium and cannot be measured by the memory tests used for other media. George C. Kindred, Kindred, MacLean & Co., Long Island City, N. Y., presided at the meeting in the absence of Mr. Johnson.

New directors elected included, be-



sides the new officers: Carl Rupprecht, Underwood-Elliott Fisher; John B. Kurie, M & M Ltd., Newark, N. J.; P. B. Merry, B. V. D. Corp., New York; and Lewis Bonham, Mennen Co., Newark. Directors re-elected include Royal A. Hoffman, Arvey Corp., Chicago; George Rose, Mounting & Finishing Co., Brooklyn; Ken Ozmun, Chicago Cardboard Co., Chicago; Mr. Johnson; William Walters, U. S. Printing & Litho Co., Brooklyn; C. Willard, Whitehall Pharmacal; Chas. Solomon, American Safety Razor Co.; Val A. Schmitz, F & M Schaeffer Brewing Co.; W. S. Brown, Canada Dry Co.; W. Stensgaard, W. S. Stensgaard & Assoc.; and F. L. Wertz, Window Advertising of N. Y.

### Labels Scarce, Affect Food

Scarcity of labels for processed foods, due to insufficient supply of paper, is causing concern in the food industries and threatened curtailment in the deliveries of processed foods,

according to a report in *The New York Times*. A number of traders, particularly wholesalers handling private brands, are now facing serious difficulties because of inability to obtain replacements of label supplies, it was reported. Pending additional supplies of labels, canners may be forced to store many canned products for an indefinite period, it was said.

### Chemical Div. Expands

The Chemical Division of the Harris-Seybold Co., Cleveland, has undertaken an expanded program of research, production, and sales, according to A. S. Holford, manager of chemical sales. The program of expansion involves the addition of technical personnel, procurement of new manufacturing and laboratory equipment, and intensified chemical research in the Harris Laboratories, Mr. Holford stated. Increased production of Harris litho chemicals will be under the direction of Walter Burke, recently named production manager of chemical manufacturing, and research will continue under W. H. Wood, director of chemical research.

Mr. Burke, released from active duty with the United States Navy in April, formerly served as production manager, research and development engineer, and metallurgist for various manufacturing firms in Northern Ohio. A graduate of Ohio State University, Mr. Burke holds chemical and engineering degrees.

Another recent addition to the technical staff of the Chemical Division is Miss M. P. Harris, analytical chemist. Her duties include quality control of incoming raw materials and finished product testing.

The Chemical Division has grown considerably in the eight years since its organization, according to Mr. Holford, and the 1946 volume is expected to be five times that reported for 1941.

### Craftint Moves

The Craftint Manufacturing Co., announced during May that it had moved to larger quarters at East 152 St., at Collamer Ave., Cleveland 10.



## No Worries About **DAMPENER CONTROL**

Adequate supply of water is essential to successful reproductions by lithography. "AQUATEX" and "DAMPABASE" will assure you water control and give you lint free plates for perfect working conditions. The ease of application will increase your production hours. Write for descriptive literature today! Agents throughout the world.



**GODFREY ROLLER COMPANY**

WM. P. SQUIBB, President

211 N. Camac St., Philadelphia, Pa.  
Roller Makers for 81 Years



**PAPER SALES CORPORATION**

**41 PARK ROW**

**WORTH 2-1280**

**NEW YORK 7, N.Y.**

DISTRIBUTORS OF QUALITY PAPERS TO  
LITHOGRAPHERS • GREETING CARD PUBLISHERS • PRINTERS AND CONVERTERS

### GPO Shifts Executives

Raymond H. Lecraw, former director of commercial planning in the Government Printing Office, has been made consultant on methods and procedures. A. E. Giegengack, Public Printer, has announced the creation of the new position and Mr. Lecraw's appointment, which became effective April 1. On the same date Daniel H. Campbell was promoted to assistant director of purchases. During the war Mr. Campbell had general supervision over the GPO warehouse organization.

### Ruebsam Leaves GPO

A. E. Giegengack, Public Printer, has announced the resignation of Charles A. Ruebsam, chief of the special service section in the Government Printing Office's planning division. Mr. Ruebsam is joining Robert A. Ritter's firm, which offers management counsel on printing production and organization. The Ritter organization has offices at 103 Park Avenue in New York City.

### Will Buy for Sun

Fred W. Clayton, Director of purchases for Sun Chemical Corporation, has announced the appointment of W. A. Keating as assistant purchasing agent, who will supervise the buying of colors and pigments (dry and flushed), carbon black, driers, lamp blacks, bronze, shipping materials and supplies. For a number of years Mr. Keating was superintendent of the East Rutherford plant of the Fuchs & Lang Division of Sun Chemical Corporation. Arthur F. Hermann, who was recently appointed assistant purchasing agent for Sun, will supervise the buying of chemicals, corn products, vegetable oils, petroleum oils and products, solvents, varnishes, etc.

### N. Y. Craftsmen Elect

Edward Kelley, H. W. Wilson Co., was elected president of the New York Club of Printing House Craftsmen at the annual meeting May 16. Other officers elected were first vice president, Henry Schneider, Charles Francis Press; second vice president, William P. Gleason, Colonial Press Co.;

secretary, Edward Sanna, Arco Manufacturing Co.; and treasurer, Fred Bruno, Strawberry Hill Press.

The club planned a resumption of its annual outing Saturday, June 22 at Blasberg's Grove, Hawthorne, N. J.

### Wins ALA Bowling

The second annual bowling tournament sponsored by Chicago Local No. 4, Amalgamated Lithographers of



The winning Newman-Rudolph Litho Co. team. L. to R.—Frank Drahos, Louis Turek, Luther Trousdale, Joseph Lock and Stanley Kulk.

America, was finished with the Newman-Rudolph Lithographing Co.'s team in top place on a showing of 65 games won, 25 lost. Second place winner was the Wallace Press, which won 55, lost 35. Other teams participating, with their won-lost score, are as follows: R. R. Donnelley & Sons Co., 51-39; J. Imber Co., 50-40; Inland Litho, 49-41; Custom Printing Co., 48-42; Edwards & Deutsch Litho Co., Team No. 1, 48-42; Gartner & Bender Co., 46-44; Rowen Litho, 45-45; Edwards & Deutsch, Team No. 2, 44-46; Etching Company of America, 42-48; Superior Litho, 39-51; Gothic Press, 38-52; C. M. & H. Offset, 35-55; Keogh Printing Co., 34-56; Magill-Weinsheimer Co., 31-59.

Other statistics, supplied by Harry Spohnholtz, of Local 4 are as follows: Team high series — Newman Rudolph, 3028; Imber Co., 3001; Inland Litho, 3000. Team high single game, Custom Printing, 1,071; Donnelley's, 1,064; Keogh Printing, 1,063. Individual high series, Delbert Kunde, 647; Joseph Lock, 622; Luther Trousdale, 621; Individual high game, Wm. Richards, 254; Chas. Timmel, 248; Arthur Melone, 245.

### Treasury Plants to GPC

The Joint Committee on Printing and the Director of the Bureau of the Budget have announced the transfer of the duplicating and distribution branch of the Procurement Division, Treasury Department to the Government Printing Office, effective July 1, 1946. Under the provisions of the transfer, the GPO will assume responsibility for the operation of the duplicating and distribution plants presently located in Boston, New York, Philadelphia, Atlanta, Cleveland, Cincinnati, Chicago, Fort Worth, Dallas, Kansas City, Denver, San Francisco, Los Angeles, Seattle, and Washington D. C. As the operator of these plants the GPO will continue to provide duplicating and distributing service to the agencies now served.

Before proceeding with the installation of extensive duplicating and distribution facilities or the expansion of their present facilities, Federal departments and agencies with offices in the above localities are directed by the transfer order to determine whether satisfactory and timely service can be secured from these plants under Government Printing Office supervision.

In discussing the survey now in progress with the Graphic Arts Trade Association Executives and with the officials of the Printing Industry of America, the public printer has pointed out that he is concerned as to the recommendations that will follow the completion of the survey. He pointed out that on one hand he has the request of the Printing Industry of America that Government field plants be closed and on the other equally urgent demands from various departments and agencies for printing he cannot now place with commercial printers.

His advice to the commercial printers of the country was that "if they really desired to support the PIA in its recommendation that government printing activities be curtailed they must demonstrate that surplus government printing can be handled satisfactorily by the commercial printers."

**FOR DISTINCTIVE LABEL,  
STICKER, SEAL JOBS . . .**



Always Specify—

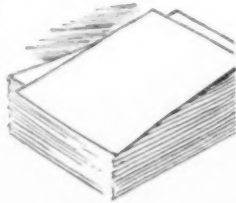
## **TROJAN "SUPER-FLAT" GUMMED PAPERS**

*They Print Faster  
...are Smooth as Silk!*



TROJAN "SUPER-FLAT" GUMMED PAPERS are the printer's greatest asset for product identification labels, stickers and seals. For years printers the country over, have chosen them for better job production

because of their dependable, smoother printing surface. TROJAN "SUPER-FLAT" GUMMED PAPERS can be press-fed at top speed without supervision. In white, and colors with dextrine or strong gumming. We have a distributor in your territory.



**THE GUMMED PRODUCTS COMPANY**

OFFICES ★ TROY, OHIO ★ MILLS

Chicago • Cincinnati • Cleveland • Los Angeles  
New York • Philadelphia • St. Louis

"When you think of gummed products think of GUMMED PRODUCTS"

**Here's a  
double-barreled message  
to alert lithographers**



Available on request is a new, 16-page, 3-color booklet which was composed on Vari-Typer\* and printed by offset lithography. It is a splendid specimen which will interest you from two different viewpoints.

- 1 The booklet tells a step-by-step story of Vari-Typer operations and savings. It fully describes the Vari-Typer features and shows how the machine is used to produce work at low cost.
- 2 As an example of offset Vari-Typer work, the booklet gives a good idea of Vari-Typer's possibilities for lithographers. It suggests to you a way to increase your profits. Why not write today on your business letterhead for your copy of this booklet. It is available without charge or obligation.

\*Reg. U. S. Pat. Off. & foreign countries.

**RALPH C. COXHEAD CORP.**  
333 AVENUE OF THE AMERICAS, NEW YORK 14, N. Y.



# LITHO CLUB NEWS

## Litho Obsolete, Club Hears

The eminent German scientist, Dr. Hans Pfeiffer, former technical director, I. G. Farben, Germany, and director of chemistry, Hollingsworth Industries, Ltd., of Australia, lithographer extraordinary, master of the "micro dot", and father of the "electronic screen", who addressed the Litho Club of Baltimore May 20, presented one of the most unusual technical talks ever heard by the club. Dr. Pfeiffer startled his audience by revealing that many lithographic operations and controls handled in the U. S. by large and complicated machinery were being handled in Germany before the war through the use of a tiny 3" radar electronic tube, and that the new "micro dot" would render present lithographic methods obsolete.

After discussing such amazing developments at some length, in a thick European accent, Dr. Pfeiffer suddenly lapsed into the English vernacular and revealed himself as a humorist. Lee Maines of New York, billed in show circles as "the man who is never serious".

In introducing the speaker, Edwin A. Steinwedel, club president, explained, without smiling, that although the final meeting of the club each year was traditionally devoted to fun, they were foregoing that program this year because of the opportunity of hearing this "outstanding scientist". Mr. Maines sprinkled his talk with a great deal of local color, telling of fictional visits he had made to various plants and what he found there.

Mr. Maines was also the speaker at the March meeting of the Washington Litho Club, when he was billed as Dr. Carl Czemak, Czechoslovakian scientist. At that time he ribbed local Washington lithographers and representatives of government plants, on their backwardness compared to European methods. The character of

that meeting was not reported at the time because of Mr. Maines' engagement to address the Baltimore club.

About 70 attended the meeting. Three new members were admitted: Lt. (s.g.) George N. Hall, USN, H. Douglas Cotton, Barton-Cotton, Inc., and Thomas Bowden, Vulcan Proofing Co.

Final plans were announced for the club's annual crab feast to be held Saturday July 20 at Cape May Beach, near Baltimore. A program of outdoor sports, games, and contests is scheduled for the event which is to run from 1 to 6 p. m. Norman A. Heath, Photo Litho Plate Graining Co., is chairman. Mr. Heath said that members of the Philadelphia, and New York clubs are expected to attend. Joseph Winterburg is making arrangements in Philadelphia and Walton Sullivan is arranging the trip from New York. Transportation from the Baltimore railroad station is provided by the host club.

## NALC Helps New Clubs

A pamphlet, "So You Want to Join a Litho Club", containing suggestions on how to organize a litho club, was recently issued by the National Association of Litho Clubs, and is being offered to persons seeking to form new clubs. The booklet states that "willing workers" is one of the requirements for the formation of a club, and offers the assistance of the national organization as well as that of any member clubs which happen to be located near a city where a new club is to be formed.

On the procedure of organizing a club, the booklet says:

Call or write to each lithographic firm in your city or area, and ask them to send a representative to a preliminary meeting.

This group should meet several times to iron out organization problems.

From this group, elect the first officers. A president, vice-president,

treasurer, and a secretary. A board of governors should also be appointed. Most clubs have from ten to fifteen on the board, including the officers.

It is now necessary to establish a rate of dues, meeting place and date of meetings.

Application blanks for membership should be circulated to the men who are eligible to join.

Then call your first general meeting. At this meeting the officers are usually confirmed.

The president then should appoint a committee to draft the club constitution, which should be ratified as soon as possible.

After your constitution is passed, your club is eligible to membership in the National Association of Litho Clubs.

However, the National is most desirous of giving you a helping hand in forming your new club. Other established litho clubs will also help. In nearly all instances a group of representatives from the nearest club will be glad to visit with you.

K. O. Bitter, 523 Wilton Road, Towson 4, Md. is secretary of the National Association.

## Phila. Hears Two Speakers

Alfred F. Rossotti, president of the National Association of Litho Clubs, and William Kelgarde of Canada, were speakers at the May 27 meeting of the Litho Club of Philadelphia. Mr. Rossotti told of the work of the national association and reminded the club that the national movement had its start four years ago in the same room where the club now meets, at the Poor Richard Club. He gave the Philadelphia club credit for being one of the leaders in getting the national organization under way. Mr. Rossotti reported that with an application on file from the Detroit Litho Club, the national group's membership had reached ten clubs. Other clubs are being talked about in Boston, Cleveland, Minneapolis, Los Angeles and San Francisco.

Mr. Kelgarde reported some unusual experiments which he claimed to be carrying on, including an electric eye system for measuring the time a press is idle, a new latex material which can be sprayed onto rubber blankets to put a new surface on them, and a new plastic material for the back of blankets to keep them



# "PMC DIE-CUTTING MACHINE REPLACES OTHERS"



## COMPARE THESE VITAL FEATURES:

1. Die-cuts up to 300,000 labels per hour.
2. Cuts in perfect register.
3. Cuts any type of label from 1" square up to 6 1/4" square.
4. Produces more labels per grind from hollow dies.
5. Easy to adjust — simple to operate.



That is what a prominent printer and lithographer in California had to say in favor of the PMC DIE-CUTTING Machine that has startled the label printing world with its up to 300,000 per hour production. His statement reads, "Your machine has practically replaced our four old style die-cutting machines and it has proved more than satisfactory from the standpoint of both speed and accuracy."

Let us tell you more about this amazing machine.

**THE PRINTING MACHINERY COMPANY**

436 COMMERCIAL SQUARE  
CINCINNATI 2, OHIO

Eastern Sales Agent: E. P. LAWSON COMPANY • 426 West 33rd Street • New York 1, N. Y.

# BLANKOT

Reg. U.S. Patent Office

## A NEW REMEDY FOR AN OLD CONDITION

BLANKOT is a liquid that immediately rectifies bad conditions of rubber blankets on offset presses, whether caused by grease and oil, water, or atmospheric conditions, all of which make rubber blankets unfit for use.

*Apply BLANKOT with a soft rag or cheese cloth*

MANUFACTURED ONLY BY

**MARTIN DRISCOLL & CO. ★ CHICAGO, ILL.**

GREAT WESTERN PRINTING INK CO., PORTLAND, OREGON • BRANCH FACTORY, MILWAUKEE, WIS.

from stretching or shrinking. After reporting these and other "startling developments", Mr. Kelgrade launched into a rapid fire round of jokes and stories revealing himself as a professional entertainer having no connection with the industry.

A highlight of the program was the presentation of a cowhide traveling bag to William J. Stevens, president of the club, as a farewell gift before he leaves to join the staff in New York of the National Association of Photo-Lithographers. The presentation was made by Fred W. C. French, Lanston Montotype Machine Co., former club secretary, who praised Mr. Stevens for his leadership and ability.

This was the last regular meeting of the club until September, but the annual outing was to be held June 8 at Medford Lakes, N. J.

### Cincinnati Sees Movie

A motion picture showing paper manufacture at the Hammermill Co. plant was the feature of the May 14 meeting of the Cincinnati Litho Club. The film was presented by Tom Clancy, Diem Wing Paper Co. The meeting was held at Dan Tehan's and about 30 attended.

The club's annual election was scheduled to be held June 10 at a meeting at the same place.

An outing, originally planned for June 30 was canceled, club officials reported.

### Chicago Hears Safety Talk

The Chicago Lithographers Club at its May 23 meeting, heard a talk on "Traffic Safety in the Postwar World," the speaker being G. W. Greenwood, safety director of the Western Electric Co's Chicago works. Mr. Greenwood has been active in both public and industrial safety for over 15 years and in his relations with the National Safety Council and the Center for Safety at New York University, has acquired a wide familiarity with accident problems and their prevention throughout the country. At the request of Martin Wezeman, Chicago

club president, he brought to the lithographers a first hand report of the program developed at the conference on traffic accident prevention held in Washington, D. C. As usual the Chicago Club's formal speaking program was preceded by a dinner at the Bismarck Hotel.

### New York Has Quiz

The last spring meeting of the Litho Club of New York was held May 22 with a quiz session covering all phases of lithographic reproduction. The "board of experts" comprised William Carey, Sweeney Lithograph Co., Harold Mobus, Williams & Heintz Co., Philip Quartararo, Kindred, MacLean & Co., Joseph Mazzaferri, The Colorcraft Co., Philadelphia, Charles Latham, Lithographic Technical Foundation, and Reuben Wohl, Grinnell Lithograph Co.

Walton W. Sullivan, Tooker Litho Co., club president, introduced Mr. Latham who acted as chairman for the quiz. Members of the panel each made introductory remarks on their various subjects: Mr. Carey, production; Mr. Mobus, estimating; Mr. Quartararo, camera; Mr. Mazzaferri, platemaking; Mr. Wohl, retouching, dot etching, and staining.

Three new members were introduced—Arthur Zinck, National Can Co., Louis J. Duryea, National Process Co., and Gerald L. Urban, Brett Lithographing Co. Included among the guests were William J. Stevens, president of the Litho Club of Philadelphia. The club's next regular meeting is to be the fourth Wednesday of September.

### Detroit Joins NALC

The Detroit Litho Club has joined the National Association of Litho Clubs, bringing to ten the organizations now making up this new association. Alfred F. Rossotti, NALC president, announced May 14. The announcement was made at the Atlantic City convention of the Lithographers National Association when Mr. Rossotti told the assembled lithographers of the new litho club association.

## LITHO CLUB GUIDE

(Most clubs suspend meetings during the summer.)

### BALTIMORE

T. King Smith, Secy.  
1613 Holbrook St.,  
Baltimore, Md.  
Meets 3rd Monday, Hotel Emerson.

### CHICAGO

Elmer Schmalholz, Secy.  
Chicago Offset Co.,  
610 Van Buren St., Chicago.  
Meets 4th Thursday, Bismarck Hotel.

### CINCINNATI

William Jones, Secy.  
Progress Litho. Co.,  
Main St., Reading, Cincinnati.  
Meets 2nd Tuesday, Dan Tehan's  
Restaurant.

### CONNECTICUT VALLEY

Robert E. FitzGerald, Secy.  
New England Prtg. & Litho Co.,  
747 Barnum Ave., Bridgeport, Conn.  
Meets 1st Friday, March, May, Sept.,  
Nov., and sometimes other months,  
City Club, Hartford.

### DAYTON

Frank Romeo, Secy.  
Egry Register Co.,  
417 E. Monument Ave., Dayton.  
Meetings announced locally.

### DETROIT

Thomas Munce, Secy.  
Graphic Arts Corp.,  
135 E. Elizabeth St., Detroit.  
Meets 3rd Thursday at Carl's Chop  
House.

### MILWAUKEE

Howard C. Buchta, Secy.  
E. F. Schmidt Co.  
341 N. Milwaukee St., Milwaukee.  
Meets 4th Tuesday at the Boulevard  
Cafe.

### NEW YORK

Henry Bischoff, Secy.  
Oberly & Newell,  
545 Pearl St., New York.  
Meets 4th Wednesday, Building Trades  
Club, 2 Park Ave.

### PHILADELPHIA

Joseph Winterburg, Secy.  
622 Race Street,  
Philadelphia 6.  
Meets 4th Monday, Poor Richard  
Club, 1319 Locust St.

### ST. LOUIS

George F. Langenhol, Secy.  
Cupples-Hesse Corp.  
4175 N. Kingshighway, St. Louis.  
Open meetings in Feb., April, June  
and Aug.

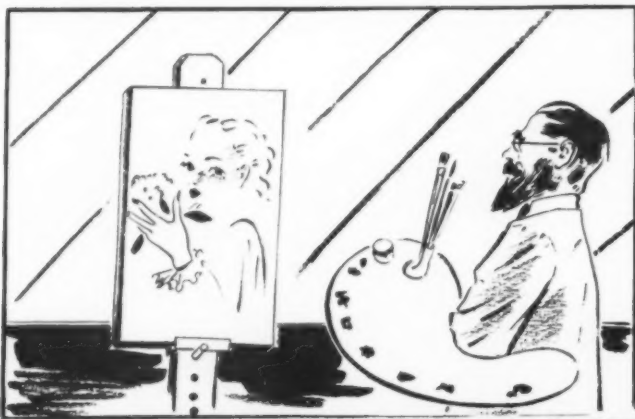
### WASHINGTON

G. B. I. Miller, Secy.  
930 Wayne Ave.,  
Silver Spring, Md.  
Meets 4th Tuesday, Hotel 2400 (N. W.  
16th St.)

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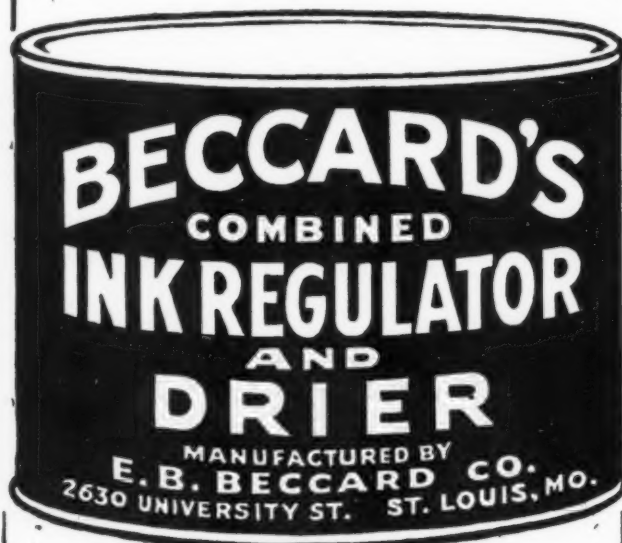
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### Capital Has Quiz, Music

A technical lithographic quiz session interspersed with music by four club members highlighted the "home talent" night of the Washington Litho Club, May 28, and brought an attendance of 97 members and guests. It was the club's last regular meeting of the spring season, but an outing is planned for Sunday, June 30, at Marshall Hall, Md.

The introduction of a three-piece band with a singer was thought to be an innovation for litho club meetings. Members of the musical quartet were William H. Pistel, Army Map Service who alternately played a banjo and a saw, Martin A. Leibold, Coast & Geodetic Survey, piano, Robert Brady, Guthrie Lithograph Co., tenor, and Albert Alsleben, Soil Conservation Service, guitar.

Paul A. Heideke, Washington Planograph Co., presided at the quiz session, and read a number of questions which had been submitted by mail, covering many phases of lithographic production. Instead of a "board of experts" questions were answered from the floor by members.

### Conn. Changes Book Date

The Books by Offset Lithography exhibit announced by the Connecticut Valley Litho Club for June has been postponed until fall, when it will be tied in with a regular club meeting and will also be opened to the public, club officials announced. The exhibit will be held in Hartford.

### National Process Vacations

The closing of the plant and office, with only a skeleton staff remaining on duty, from June 29 to July 15, has been announced by National Process Co., New York, to provide for two weeks vacation for employees. The company is in the process of moving to a newly acquired plant at Clifton, N. J., and George E. Loder, president, reports that some map folding equipment and other machinery has already been installed in the new plant. As new presses become available they will be installed in the new plant, and as each new press is running there, a press will be removed from the present plant at

75 Varick St., so that there will be no loss of present capacity during the move.

### Peller Joins Lawson

Donald Peller (inset) recently released from the army after three years of active duty, has joined E. P. Lawson Co., Inc., New York, manufacturers of paper cutters and bindery equipment, as a sales representative.

Mr. Peller, who spent 1½ years overseas in the Pacific, was a technician. He is a graduate of Tilden and studied engineering at Brooklyn Tech. Mr. Peller will represent Lawson in New York area and on the east coast.



### Toledo Firm in New Plant

Lithographers and printers are being extended an invitation to inspect the new and enlarged plant facilities and offices which have just been acquired by the Graphic Arts Corporation of Ohio at Toledo. The modern building, with 60,000 square feet of floor space is located at 110 Ottawa Street, and is designed and equipped for the production of all phases of plate-making services.

Operating 24 hours a day, Graphic Arts produces color process plates, black and whites, highlights, originals for hand transfer, crayon color plates, posters, line or halftone negatives or positives for machine transfer, photo composed press plates, albumen or deep etch, direct color separations, commercial art, commercial photography, or any preparatory work for the offset or letterpress printer.

Graphic Arts also operates a branch in Detroit and offices in Chicago and New York.

### Rotogravure Appoints



Rotogravure Engineering Co. subsidiary of Miller Printing Machinery Co. has announced the appointment of Elmer G. Stacy as sales manager. Mr. Stacy has been in the printing industry over 20 years, the last ten years of which were concentrated on rotogravure web printing presses and engraving of rotogravure cylinders. During the war, Mr. Stacy served as sales manager for the Chambers-Storck Engraving Company of Norwich, Conn. Prior to this period, he was sales manager of the Chamblon Corp. (now the Champlain Co.).

### Harris Holds Conference

The first general sales conference of the company to be held since the end of the war was held recently by Harris-Seybold Co., at Cleveland and Dayton, and was attended by 90 sales and management men from the U. S. and Canada. Company officials discussed and explained policies, company objectives, manufacturing programs, engineering programs, advertising and promotion, and demonstrated new Harris-Seybold equipment.

H. A. Porter, vice president in charge of sales gave the keynote address and G. S. Dively, vice president and general manager, discussed company objectives and their relation to sales. Discussion of production and engineering was led by A. S. Harris, company president; C. W. Harrold, chief engineer of the Harris Division, and W. R. Spiller, chief engineer of the Seybold Division. Chemical production was discussed by A. S. Holford, manager of chemical sales, and W. H. Wood, research director.

Panel discussions on company problems and procedures were led by C. C. Sorensen, director of personnel, and J. C. Dabney, assistant manager of sales.

### Hold Detroit Poster Show

On May 9 and 10, the McCandlish Lithograph Corp., Philadelphia, staged an exhibition of approximately 200 24-sheet poster designs, advertising various automobiles, at the Hotel Book-Cadillac, Detroit. The exhibition was attended by automobile advertising executives, advertising agency representatives, and Detroit outdoor advertising men. The 24-sheet poster designs displayed were selected entries from the sketches submitted for the "McCandlish Awards for 1946", the annual 24-sheet poster design contest.

### Proko's Son Joins Firm

Bernard Proko, son of David Proko, president of the Lithographic Plate Graining Co., of America, Inc., Brooklyn, has become plant manager, the company announced in May.

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538 S. Clark St., Chicago 5, Ill.



### At Books by OffsetOpening

Representatives of the sponsoring organization were on hand at the opening of the Books by Offset Lithography exhibit in New York recently. L. to R.—George E. Loder, chairman, Joint Litho Advisory Council; William J. Riehl, Amalgamated Lithographers of America; Walter E. Soderstrom, executive secretary, Natl. Assn. of Photo-Lithographers; and Edward D. Morris, secretary, Lithographers Natl. Assn.

### Sun Appoints

Sun Chemical Corp., New York, announced early in May that Sherwood M. Bonney has been elected secretary and appointed assistant treasurer of the corporation. William F. Talbot, who was formerly secretary of Sun is now technical director for the corporation and president of its Fine Chemicals Division.

For two and one-half years during the war Mr. Bonney was a lieutenant in the U. S. Naval Reserve, assigned to Aviation, Technical Training Command. Prior to this Mr. Bonney was associated with Dunnington, Bartholow & Miller and with Arthur Andersen & Co. He received his LL.B from Harvard Law School in 1937.

### St. Louis Firm Moves

The American Lithographing Co., St. Louis, recently moved to larger modern quarters in the Publicity Building, 1127 Pine St., postal zone 1. A lithographed brochure announcing the move was issued by the company and featured a crayon drawing of the entrance to the Publicity Building, with die cut doors which could be opened to reveal the company's message inside.

### Installs New Press

Young & Selden Co., Baltimore, recently installed a new 35 x 45" Harris offset press, which is reported to be the first new press to be installed in that city since the war. The company, which specializes in the produc-

tion of bank stationery, already operates two 22 x 34" offset presses and has one more on order. E. B. Young, company president, recently returned from service in the navy as a lieutenant commander.

### Crocker-Union Expands

H. S. Crocker Co., San Francisco, one of the components of the Crocker-Union organization, early in May announced the purchase of a site in San Bruno for a new \$1,500,000 printing and lithographing plant. The plant is to have approximately 160,000 square feet of floor space and work is to begin as soon as materials are available. The company is also reported to be planning a new plant in Baltimore. Plants are operated at present in San Francisco, Los Angeles and Baltimore.

### Issues Paper Catalog

A sample book of text and cover papers has just been issued by W. C. Hamilton & Sons, Miquon, Pa., and is one of the first such books to be issued since the end of the war. Samples in various weights and colors are included for Andorra text and cover, Hamilton text and cover, Victorian text, Weycroft text and cover, and Kilmory text and cover. The catalog suggests that the papers are suitable for a range of work by offset, letterpress or gravure, including direct mail campaigns, menus, booklets, covers, programs, book jackets, announcements, bank or cor-

poration statements, return postcards, college annuals, greeting cards and brochures. They are "definitely new peace-time weights and qualities," the foreword states.

### Southworth Appoints

The E. P. Lawson Co., New York, has been appointed exclusive distributor in the East from Maine through North Carolina, for the products of Southworth Machine Co., Portland, Maine. Melville C. Cole, president of Southworth, announced May 10. The Lawson company will handle punching machines, mechanical binding attachments, tab and index cutting equipment, round corner cutters, Universal paper joggers and other products. The sale of Simplex Paper conditioners, Holdfast hangers, and Southworth humidifiers, were not included in the arrangement. For service requirements the Lawson company will maintain a stock of replacement parts as well as a staff of mechanics.

### Strathmore Appoints Clark

Strathmore Paper Company, West Springfield, Mass., early in May announced the appointment of Robert B. Clark, Jr., as advertising manager to fill the vacancy in that position left by the recent promotion of Harry E. Riggs to the post of sales manager. Mr. Clark, recently released by the army to inactive duty as a lieutenant colonel, prior to the war was assistant advertising manager at the paper company, and advertising manager of Old Colony Envelope Company, Westfield. He went to Strathmore in 1929 as an assistant in the advertising department.

### Can Co. Moves Dept.

Continental Can Co. during May was completing the moving of the camera and platemaking department from the Owens-Illinois Can Div. lithographic plant in Baltimore to the Continental Can plant in Passaic, N. J. Presswork will continue to be carried on at the Baltimore plant but photography and platemaking for the plant will be handled in Passaic, a company spokesman said.

### Joins Kansas City Firm

Norman Williams Co., Kansas City, Mo., lithographers, planographers, printers, have announced the appointment of Fred Lawrence as vice-president. Mr. Lawrence has been with LaRue Printing Co. for the past 25 years. The Williams company, located at 1621 Main St., plans extensive expansion as soon as machinery is available.

### Honor Himmell

Samuel S. Himmell, president of the Baldwin Paper Co., New York, was honored May 8 at a surprise luncheon at the Advertising Club on the occasion of his 50th birthday. The party was given by paper mill men. An informal after-luncheon speaking program was held.

### Sleight Appoints

J. E. O'Donnell was recently appointed Washington manager for Sleight Metallic Ink Companies succeeding Louis Thomas who joined a government agency serving the graph-

ic arts. Prior to joining the Sleight company nine months ago, Mr. O'Donnell was director of publications, Chemical Warfare Service, Edgewood Arsenal, Md., and previously served with Army Map Service, Washington, and Edwards & Deutsch Lithograph Co., Chicago.

### Western P & L Builds School

Western Printing & Lithographing Co., Racine, Wis., is completing the erection of a new company school used for training and increasing the skills of employees. The training facilities include camera, platemaking, art and etching, press, and research equipment. Classes cover all phases of lithography including chemistry, and some have been under way for some time.

### Equipment Prices Up

A 20 per cent interim increase in ceiling prices for printing trades machinery and equipment early in June replaced the former 12 per cent increase granted by the Office of Price Administration last January.

### PIA Suggests Light Papers

The Printing Industry of America, is urging users of book, ground wood and fine papers to reduce paper weights to wartime standards in order to conserve the inadequate paper supply. The following simple schedule was suggested as a guide:

Coated	70	Substance and lighter
Offset	50	" " "
Bonds	16	" " "
Super	50	" " "
English		
Finish	45	" " "
Newsprint	32	" " "
Cover	50	" " "

### Walkout at Pacific Press

A walkout, said to be caused by the company's failure to accede to the Printing Pressmen's Union to remove three lithographic employees who are members of the Amalgamated Lithographers of America, occurred at Pacific Press, Inc., Los Angeles, early in May. A National Labor Relations Board election to determine bargaining units was scheduled for the firm as a result of a recent NLRB hearing in Washington.

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## EQUIPMENT & BULLETINS

### New Book on Selling

A new book, "How to Sell Lithography" is in the process of publication, to be on the market at a later date. The volume, written by Arthur M. Wood, sales manager of W. A. Krueger Co., Milwaukee, is being published by Waltwin Publishing Co., 1776 Broadway, New York. As a preview of the book, *Modern Lithography* was permitted by the publisher to look over the galley proofs.

Chapter I deals with the story of lithography, relating the history and development of the process, its future prospects, its function compared to letterpress printing, and pointing out the advantages of lithography over letterpress. Succeeding chapters cover copy preparation, intelligent selling of the product, selling technique, the use of color and its place in lithography, prices and quotations, office procedure, company policies and trade customs, importance of knowing postal regulations, etc. A list of books on salesmanship readily adaptable to the sale of lithography is given. The new book will be profusely illustrated, and will contain a complete glossary of lithographic terms.

The author says in his preface that this book is written on the premise that the reader already knows something about selling lithography, or that the reader is anxious to learn. It is intended to be a "helpful guide to those who attach to the lithographic process the full significance it deserves," he states.

### Revise Litho Manual

The Lithographers Manual is now being revised for publication of a new edition. Waltwin Publishing Co., New York, has announced. The revision is being made by A. P. Reynolds, lithographic consultant, and

former chief chemist of Spaulding-Moss Co., Boston lithographers. The manual is a 9 x 12" hard-bound book containing a wide range of information on industry organizations, processes, equipment, etc.

### Issue Design Handbook

The Handbook of Designs and Devices, by Clarence P. Hornung, a book which contains 1,836 designs based on the basic elements of geometric figures, has just been published in a Second Revised Edition and reproduced by offset lithography, by Dover Publications, 1780 Broadway, New York 19. The publishers say that the book is the result of many years of study by the author, along with much practical experience, and provides diverse and usable variations and combinations of such basic forms as the line and band, the square, circle, hexagon, scroll, snow crystals, triangle, cross, pentagon, octagon, shield, etc. Designs include ancient Egyptian, Roman, Greek, Arabian and Japanese, as well as modern motifs. The second edition also contains 14 pages of notes on the historical background of the plates and their symbolism. The author is a letter designer, commercial artist and trade mark designer. The original edition of the handbook was published in 1932 and has been out of print for some time. The new edition is priced at \$3.75.

### Syntron Issues Catalog

Syntron Co., Homer City, Pa., has just issued a catalog of Syntron electric tool equipment including portable electric hammers, drills, screw drivers, nut runners, grinders, semi-portable hack saws, and other products. Copies of the catalog, identified as No. 464, are available from the company.

### To Market Deep Etch Line

George L. Thompson, vice president of Litho Chemical & Supply Co., Inc., New York, has announced that his company is starting the distribution of a line of deep-etch chemicals. The line has everything needed for the production of deep-etch plates, and includes positive sensitizer, developer, zinc etch, aluminum etch, lacquer, developing ink, step-out solution, stencil remover and asphaltum solution.

At the present time, dealers are being appointed throughout the country and the demands of the industry, for these chemicals, can be supplied almost immediately, he said.

These chemicals have been in preparation for several years, have been thoroughly tested under actual working conditions, and are under complete laboratory control, the company states.

The company has prepared a booklet describing each chemical and its use, and copies are available from the company at 63 Park Row, New York 7, N. Y.

### Announces Black Coating

Watson-Standard Co., Pittsburgh, has announced a postwar line of Jet-cote black finishes available for civilian production. The series of black protective coatings is available in a number of types, each of which has been designed to meet specific requirements as to use and method of application. Among features of the coating the company lists appearance, fabrication, increased resistance, heat-resistance for service at elevated temperatures, formulation to withstand abrasion and severe handling.

Complete information will be furnished by the manufacturer, Pittsburgh 12, Pa.

## LNA Convention

(Continued from Page 30)

now being held there. The principal point to be remembered, he said, is the importance of the cooperation of employees in a training program. Dr. MacDonald re-emphasized this point as he told of the New York program which has about 300 students enrolled at present.

Mr. Griswold read a report from Thomas Moellman, Continental Litho

Co., Cleveland, on the training program in operation there. He also read a report from Lester E. Oswald, E. F. Schmidt Co., Milwaukee, on a similar program in that city. Mr. Spalding told of the lithographic training program now operating in Hartford.

An in-plant program carried on by an individual company was described by Mr. Brinkman. He told how his company had utilized a small storage shed as a place of training, had built three light tables in it and had trained several employees in black and white

stripping, using the foundation training literature.

Mr. Hawkins asserted that there isn't a lithographic plant in the U. S. that isn't doing some degree of training, whether in a formal program or not. And "it costs plenty," even though it does not always show up on the cost sheets, he added.

Mr. Latham outlined the plan of action as prepared by the foundation, which is a step-by-step procedure for getting a training plan under way.

### Trend in Labor Relations

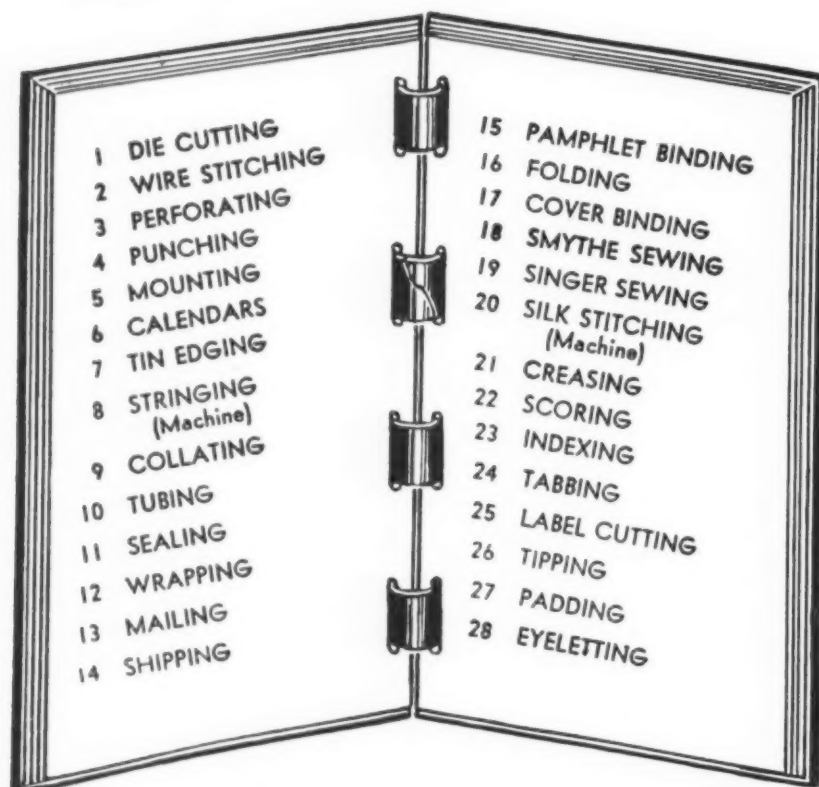
Dr. Alfred P. Haake, economist, and labor relations consultant to General Motors Corp.—Collective bargaining, said Dr. Haake, should not be on the basis of strength but on the basis of the economic principles involved. But, he added, the trend is not in that direction but is toward the building up of power. The trend is toward centralized bargaining, and this trend is to the interest of labor. Management is the most important factor in industry, he insisted, and illustrated his point by declaring that a business nearly always fails under poor management, regardless of what kind of labor is involved, while on the other hand a well-managed business usually survives. "Our task is to restore management to its full dignity," Dr. Haake said, and he warned that an association should never be a substitute for management.

There are only two ways to increase an individual's income, he said, referring to what he termed labor's demands for more and more while giving less and less. These two ways are by doing more to produce more, or by taking more from the other fellow for the same amount of work.

### Labor's Expanding Demands

Leonard J. Smith, management and labor relations advisor, chairman of Northern New Jersey Chapter, Society for the Advancement of Management, Inc.—Mr. Smith summarized labor's expanding desires as a demand for more and more pay for less and less work. Principal points, he said, include an increase in the standard of living, security, and a greater share of productivity. Labor

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does not always ask for more money directly, he said, but there is now a trend to ask for more concessions, more fringe issues, such as holidays, shorter work week, higher overtime rates, etc. "Today's benefit becomes tomorrow's right," under this procedure, he asserted. He said that unions thrive on distrust between employers and employees. As for labor contracts, he warned against such clauses as "all other legal holidays," "with consent of the union," "right to re-open negotiations," "unlimited arbitration," and "grievance time unlimited." He termed these "sleepier clauses," and told how they can cause trouble.

As a positive course of action he urged management to take the offensive in bargaining. In addition he urged a sound public relations program by which management can tell employees and its community what it has done for the employees.

Have someone qualified and with time enough to handle employee relations, he urged, and give them rank and authority. Mr. Smith also emphasized the importance of having the lower strata of management in accord with the policies of top management.

#### As Public Sees Labor

William A. Lydgate, editor of the Gallup Poll, former member of staffs of *Time* and *Life*. Labor unions are at present facing a very serious public relations problem, much more of a problem than is management, Mr. Lydgate said. Public opinion is now definitely anti-strike, he said, although it is not anti-union. There is no question but that the public accepts the principle of collective bargaining. History shows, he said, that minority groups must be careful of public relations to avoid retribution. As an example he pointed out that the public wanted regulation of business after 1929 and got it. The pendulum is now swinging the other way, toward control and regulation of labor, he said. He pointed out that organized labor is a minority group, numbering about 12 to 16 million members out of about 50 million persons gainfully employed in the U. S.

Mr. Lydgate told something of the

Gallup Poll and how it operates by taking the opinion of representative samples of the public. A staff of 1,000 is maintained for interviews, he said, and polls cover from 3,000 to 40,000 persons.

#### Golf Tournament

The annual LNA golf tournament was played on Friday, May 17, for the first time since the wartime ban on conventions. About 40 lithographers and supply and equipment men signed up for the competition which was held at Seaview Country Club, Absecon, N. J. G. W. Mathison, Michigan Lithographic Co., Grand Rapids, was chairman of the golf committee which included John M. (Jack) Wolff, St. Louis Div., Western Printing & Litho Co., and Alfred F. Rossotti, Rossotti Lithographing Co., North Bergen, N. J.

Winners in the various competitions were:

Ladies putting: Mrs. George McGinley, Mrs. Helen Kraemer, Mrs. George E. Loder, won prizes given by Niagara Lithograph Co., John M. Wolff, Jr., Geo. LaMonte & Son. Consolation prize of playing cards donated by Robert M. Wadewitz.

David Godfrey won the Charles Traung Memorial Prize given by Stecher Traung Lithograph Corp. E. Smith won the Warren C. Browne Memorial Prize.

Other winners in various competitions were:  
Winner Prize Donor

L. H. Jackson.....	George E. Loder
John M. Wolff, Jr.....	John F. Devine
E. DeMuth.....	Alfred F. Rossotti
R. R. Heywood, Jr.....	Crescent Ink & Color Co.
M. P. Thwaite.....	Graphic Arts Corp. of Ohio
Charles W. Frazier.....	Rapid Roller Co.
Harrison K. Caner, Jr.....	Harris-Seybold Co.
Alfred F. Rossotti.....	Sinclair & Carroll Co.
W. P. Gildea, Jr.....	Carl R. Schmidt
W. Floyd Maxwell.....	Valette, Inc.
Wm. Winship.....	Jersey City Printing Co.
M. Monsen.....	Eastman Kodak Co.
George Walsh.....	Rutherford Machinery Div.
George C. Kindred.....	E. H. Wadewitz
George E. Loder.....	G. W. Mathison
Gordon C. Hall.....	The Steck Co.
C. Weis, Jr.....	The Kaumagraph Co.
W. C. Johnson.....	Rapid Roller Co.
W. F. Carroll.....	Western Lithograph Co.
Edward D. Morris.....	Modern Lithography
Ed Moran.....	H. D. Roosen Co.
Robert Gibson.....	Kindred, MacLean & Co.
G. W. Mathison.....	Robert Butler
G. McGinley.....	Sinclair & Valentine Co.
Ernest Jones.....	Roberts & Porter, Inc.
Carl Schmidt.....	Forbes Lithograph Mfg. Co.
Maurice Saunders.....	Curt Teich & Co.
C. R. Gregory.....	Ideal Roller & Mfg. Co.
E. H. Wadewitz.....	American Colortype Co.
H. Merten.....	Monsen Chicago
Rene F. Daubenbis.....	Vulcan Proofing Co.

The door prize of a fur coat, donated by Kohl & Madden Printing Ink Co., was awarded to Mrs. W. Floyd Maxwell. There were a number of other door prizes given at the banquet.

## PAPER OUTLOOK

(Continued from Page 33)

#### Coated Papers

If you are not getting what you consider to be an adequate amount of coated label it may be because of the

very short and difficult situation in casein. Domestic casein production is running about 20 per cent of what it ran a year ago. Most mills that are out of casein will have to use starch as a substitute (if they can get the starch). Casein is necessary in a coated label because the surface must be waterproofed. Starch cannot generally be used in a coated label. Hence the manufacturer confronted with this situation may have to make little or no coated label and transfer all of his productive facilities to the letterpress coated grades that can take starch as an adhesive.

Running throughout all these individual situations is the influence of OPA price ceilings. Lithographic papers are expensive to manufacture. They require large amounts of expensive sulphite pulp, as I have indicated. They demand relatively slow machine speeds. They demand care in manufacture to get a tight knitting together of the fibres. In the case of coated label they require an excess of casein.

I think it is a fair statement that the prices on label paper have historically been too low in relation to the cost of manufacture. This was not your fault. It was the fault of the book paper industry itself in letting its desire for volume influence a pricing on these products at a lower level than was justified by the costs of manufacture.

Prices have risen during the past six months, as you know, and of necessity they will go up more in the future because of the government wage policy on the one hand and the necessity for competing for foreign raw materials such as pulp and casein on the other. A situation results which must reflect itself in higher prices for at least a temporary period.

Perhaps in the process of these adjustments we can arrive at a better relationship between cost and selling price on label papers, and if we do it will be a healthy thing for the paper industry and over the long haul I think would be a healthy thing for you as consumers.

In these three sections of the discussion—where we are today, where



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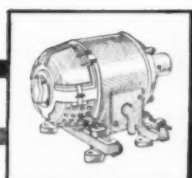
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we are likely to be over the next couple of years, and why in some instances you may be disappointed in the volume of paper that you are getting from individual suppliers—I have given you a miscellaneous group of facts and opinions. You may think that I am too pessimistic. But I have called them as I see them. I only hope I may have been somewhat helpful in clarifying a situation which I can assure you is no more to our liking as manufacturers than it is to yours as consumers. ★ ★

## LTF REPORT

(Continued from Page 34)

work of our finance committee. Since our financial statement of two years ago, they have recovered a shrinkage in investments held at that time amounting to approximately \$50,000.00. During the past year, they have realized a profit on the sale of securities of \$32,513.49. And at the end of 1945, they held additional contingent assets in market value of securities over book value of \$46,423.51.

All of this, together with the endowment funds raised by our officers and committees from the industry, has brought our actual assets above the \$1,000,000.00 goal which we set for ourselves in 1944, when our endowment fund assets totalled only about \$475,000.00.

3. *The Board of Directors* — As promised, the board has been enlarged from 12 to 18 members with geographic and industry-wide representation. I can personally vouch for the active interest and enthusiasm which have been in evidence by every member of the board in the last two years.

4. *Rotation of the Board* — As promised, the board has instituted a three-year rotation rule, whereby no board member may succeed himself after serving a three year term. This has already brought a flow of new blood, new ideas and new interest on the part of the board, with representation from all geographic points and all branches of the related industries.

5. *Location of Meetings* — As promised, the board has now voted to hold a minimum of at least three meetings every year, with at least one of these meetings being held in some other location than New York City.

6. *Business Management* — As promised, a full-time executive director has been appointed in the person of Wade E. Griswold and I believe his fine record of the past two years will speak for itself. Mr. Griswold has applied himself with energy, vigor and foresight and has rendered invaluable service to this industry in organizing the membership, in building the educational and employee training materials, in supervising administration and service that deserves the highest praise.

7. *Research Committee*—As promised, we have appointed a large and active research committee representing all branches of the industry. This committee has met at regular intervals and worked unselfishly in guiding and steering a modern and active research program. Its work has been outstanding and promises to bring ever-increasing dividends from our investment in research.

8. *Service Department*—As promised, we have made every effort, within our means, to provide a technical plant service for the benefit of our members. While we are starting this service in a modest way, we have this year made provision for such service by a qualified research and technical expert in the field.

9. *Educational Program* — As promised, we have tackled and all but solved the tremendous educational problems and needs of the industry. With entirely separate financing, we have completed a gigantic program of production on texts, manuals and other publications. And we have produced the complete courses of employee training materials which stand as an example for every industry in the country and which I also think must stand to the lasting credit of Mr. Griswold, Mr. Latham and members of the staff, including Don Black, who worked for a long time in helping to expedite this production. It has been a mammoth achievement.

10. *Expended Research* — As promised, we have undertaken the task by special financing of moving and improving our research facilities. We have in operation a new and effective research agreement with Armour Research Foundation of Illinois Institute of Technology. At Glessner House in Chicago, we have our own research laboratories, with new and improved equipment, better facilities and an expanded research staff that is second to none. After spending an average of \$12,500.00 per year on research for the first twenty years of this Foundation's operations, we are in 1946 investing \$60,000.00 and we have every intention that this total shall grow from year to year as the value of its results becomes apparent.

Above and beyond these ten points, I think we have accomplished much of value. We have for all practical purposes reached our goal of \$1,000,000.00 for endowment. We have increased our total membership to well over 600 companies participating on a full membership basis and we have a like number of individuals participating as contributing members and receiving the benefit of our work. By the end of 1945, we had built from scratch a total of \$65,150.00 per year in annual dues and this annual dues membership is increasing steadily toward a goal of \$100,000.00 which we have set for ourselves in 1946. In 1945, aside from endowment and annual dues, we raised an additional \$75,000.00 for special purposes by which we have accomplished these three major projects:

- (a) Acquired our own self-contained headquarters building and facilities in the city of New York.
- (b) Located our new laboratory headquarters and facilities at Glessner House in Chicago.
- (c) Prepared and produced the texts, the manuals and the educational publications so essential to meet the needs of the industry at this time.

Two years ago, we called our ten

point program "Looking Ahead with Lithography." Now, as we pause to look back for just a moment, I think we can say safely that we have not only fulfilled the promises of that program but have far exceeded them in many instances. This progress would have been impossible without the wholehearted and unselfish cooperation of our board members and committee men, the tireless efforts of our executive director and his staff and, above all, the confidence and active support of the progressive members of the industry.

But we are still looking forward. Our ten point program of two years ago was designed largely to set up the organization, the membership, the facilities, the tools and the manpower to do the kind of a job this industry needs and deserves.

Today, I firmly believe we have accomplished those aims and purposes. And as a result, I have confidence that our industry faces the greatest opportunity in its history to capitalize on its opportunities. I am confident, too, that the best available men in the industry will continue to

give their time, effort and interest to make the very best of this great asset which we know as the Lithographic Technical Foundation.

I wish to recommend to you the reports and comments of your President and Executive Committee as contained in the printed Financial Statement for 1945.

In closing, I wish to express my own personal thanks and gratitude for the splendid work of all the officers, directors, committee members and every member of the staff, including my able assistant, Don Black, with whom you are all acquainted. As you may know, he has devoted his full time for two years to this work without any expense to the industry and he has helped to carry the largest share of the work that I have contributed personally. Thanks also for the interest, the confidence and the support of all the forward-thinking members of the industry. Let us all continue to look ahead and work together with lithography. ★ ★

#### Chicago Bowling Ends

Top honors in the Chicago Craftsmen's bowling league tournament went to the H. D. Roosen Co.'s team of ink makers which won 57 games out of the 90 played. Miehle Printing Press & Mfg. Co.'s team placed second on a won 53, lost 37 showing. Among teams from lithographing plants American Coating Mills placed fourth in the contest and Workman Mfg. Co., tied for fifth with the McCutcheon Bros. & Quality team. Chicago Litho Plate Graining Co., shared ninth place with the team from Butler Bros. private litho shop and Central Envelope & Litho Co., tied with American Roller Co., for eleventh place.

Robert W. Haas of the Sheldon Printing Corp. was elected president, succeeding James Yates, sales manager of Martin Driscoll & Co. Roy Miller of the Butler Bros. print shop was chosen vice president, while Wm. Walker of the Sigmund Ullman Co., and H. W. Schlegeman of the M. J. Neahr Bag Co., were re-elected treasurer and secretary, respectively.

#### MODERN LITHOGRAPHY



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### Coal Strike Slows Chicago

Chicago printing plants were crippled as a result of the coal strike and its effect on electric power production in that city last month. Shortage of soft coal forced a rationing of electric power under which manufacturers in Chicago and downstate were permitted to operate only 24 hours in any one week. Publication printers were especially hard hit, many of them not yet being back on schedule as the result of strikes which disrupted their services early last winter. Many lithographers and printers had been operating up to 60 hours or more a week in their efforts to catch up with old work and to handle the volume of new jobs created by the expansion of business generally.

Some of the larger plants were able to obtain Diesel engines which temporarily supplemented their power supply problems and the two-weeks truce in the coal conflict brought signs of relief to many executives.

### Joins Vulcan Proofing

Vulcan Proofing Co., Brooklyn, N. Y., has announced the appointment of Philip Anderson, a former army captain, as Vulcan representative covering Minnesota, Wisconsin, Iowa, North Dakota and South Dakota, with headquarters at Minneapolis. Mr. Anderson was stationed at the Recruiting Publicity Bureau, Governor's Island, N. Y., in the lithographic plant.

### Consults on Roto

Frank W. Hyman, president, treasurer and a director of Rotogravure Engineering Co. has sold his interest to Miller Printing Machinery Co., and will act as rotogravure consultant in the field of coating, printing and laminating, he has announced. He is located at 299 Marginal St., East Boston 28.

### Boston Craftsmen Meet

John A. Hoffling, Forbes Lithograph Mfg. Co., Chelsea, Mass., was the speaker at the May 20 meeting of the Boston Club of Printing House Craftsmen, at Hotel Gardner. The subject was "The Evolution of a 24-sheet Poster."

## CREATIVE PRINTING

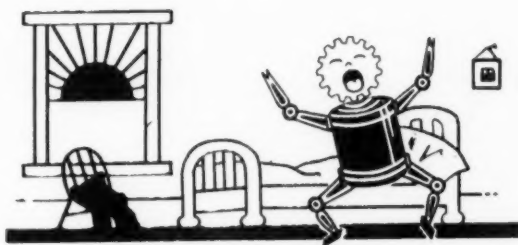
(Continued from Page 43)

media. (First is newspaper space.)

Our job is to increase the size of the slice coming our way. What determines whether newspaper, magazine, radio, or direct mail will get the nod? Well, of course, a lot of different considerations go into the final decision. But I suppose we could say

that in a nutshell, the advertiser puts his money in the medium which gives him the best results per dollar. People with money to spend don't usually spend it without wanting to know *in advance* what they're going to get—even in spite of excess profits taxes which may have promoted spending in certain cases.

If an advertiser buys newspaper or magazine space, he knows what to expect. He can turn to ABC (Audit



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Doctors say it's good for humans but, as all printers know, when applied to paper it spells T-R-O-U-B-L-E.

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Bureau of Circulation); or to Media Records; or to Standard Rate and Data Service; or to publishers' sworn statements of circulation breakdowns, or to Starch readership studies, which tell him what percentage of men, women, or both, actually saw which advertisement in this or that magazine—how many associated the ad with the trademark, etc. (Usually used after publication, the Starch surveys are also used in advance by shrewd advertisers who can plan similar

campaigns to those which got the highest readership.)

If an advertiser buys radio time, he knows what to expect. He can turn to CAB (the Cooperative Analysis of Broadcasting); he can turn to the well-known Hooper ratings; or he can go to the very fine A. C. Nielsen research studies, among others.

If an advertiser buys car-card space, he knows what to expect. He can turn to the Advertising Research Foundation.

With any and all of these media, the advertiser can tell exactly how much coverage he gets per dollar . . . and by comparing past performance on similar campaigns, he can tell pretty much in advance what results to expect. . . . *because these competitive media have scientific, statistical data behind them.*

When Mr. Advertiser buys direct mail, what is his scientific proof that he will get his money's worth? Well, he can rely on past experience; on estimates given by the producers—either advertising agency or printer; or he can spend his money, then guess and pray. Direct mail has no recognized authoritative method of evaluation—no scientific advance measurement of results.

(In a concluding installment, Mr. Schmidt will discuss in some detail the problem of selling creative direct mail. —EDITOR.)

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Write for descriptive literature

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585 LEXINGTON

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## GIEGENGACK

(Continued from Page 55)

and printed it with a reverse plate. The objection to excessive glare was eliminated by successful experiments with lampblack, varnish, and drier. The exact differences between the several tables and the advantages of the approved method can be brought out only by scientific measurement.

The principal advantage, of course, is that any qualified printer can produce them if given our formulas. Thus we took them out of the specialized class and broadened the facilities for making the tables at a time when our Air Forces needed them most. Despite the great amount of testing and re-testing, search and experiment we had to put into the job, the production of these bombing tables has been one of our most satisfying assignments.

We still have a long way to go before we win the peace. It will require a lot of press impressions before we can settle down to our normal stride. Present indications are that the Government will be buying 25 million dollars' worth of printing annually. ★ ★

**MODERN LITHOGRAPHY**

# TECHNICAL BRIEFS

## From Current Literature in the Graphic Arts

Abstracts of important current articles, patents, and books, are compiled by the Research Department of the Lithographic Technical Foundation, Inc. These abstracts represent statements made by the authors of articles abstracted, and do not express the opinions of the abstractors or of the Research Department. Mimeographed lists have been prepared of (1) Periodical-Abstracted by the Department of Lithographic Research, and (2) Books of Interest to Lithographers. Either list may be obtained for six cents, or both for ten cents in coin or U. S. stamps. Address the Lithographic Technical Foundation, Research Dept., Glessner House, 1800 Prairie Ave., Chicago 16, Ill.

### \*HOW TO OBTAIN COPIES

Where titles are marked with an asterisk the original articles can be furnished by the Foundation (address above) as photographic copies at twenty cents per page, plus six cents postage for each four pages or less. Copies of United States patents can be obtained by sending ten cents per copy to the Commissioner of Patents, Washington, D. C.

### Photography

**Electro-Optical Apparatus for the Reversal of Color Negatives.** F. Biedermann, "U. S. Patent No. 2,374,916" (February 17, 1942). An electro-optical apparatus for the reversal of color negatives, permitting them to be viewed as color positives, comprises an image-converting tube provided with a photocathode, a control electrode having a light-sensitive layer and controlling the electrons emitted by the cathode, and a fluorescent screen, an objective between the cathode and the color negative, and two filter sets in identical primary colors, one set being in the light path between the negative and the cathode, and the other set in the path between the fluorescent screen and the observer, in such a manner that identical filter colors are always in the two beams simultaneously in scanning the negative. "Kodak Monthly Abstract Bulletin" 31, No. 12, December, 1945, p. 390.

**Process for Production of Gray Printers for Photomechanical Multicolor Printing.** V. C. Hall and R. S. Morse, assignors to Eastman Kodak Company. "German Patent No. 732,535" (March 25, 1939). A process for the production of gray printers for photomechanical multicolor printing by electro-optical scanning of a multicolor original is distinguished by the fact that, for the electro-optical reproduction, an electronic amplifying circuit of known type with a common output is employed in which, for every channel, a special amplifier is provided, to which the corresponding alternating current as well as the rectified potentials of the channels are conducted in such a way that amplification takes place only if the current strength or potential in the channels in question is greater or less

than in the neighboring channels. "Kodak Monthly Abstract Bulletin" 31, No. 12, December, 1945, p. 390.

**Contact Halftone Screen.** H. C. Alger. "U. S. Patent No. 2,387,048" (July 18, 1942). The contact halftone screen described has solid black parallel lines or crossed lines superimposed on the graded density elements to act as "gravure" screen lines. "Kodak Monthly Abstract Bulletin" 32, No. 2, February, 1946, p. 69.

**Polyurethane Used as Binding Agent for Light-Sensitive Substances.** I. G. Farbenindustrie. "French Patent No. 881,779" (May 5, 1942). As a binding agent for light-sensitive substances of all kinds, polyurethane is used. Such layers may be used without a special support, such as glass, paper, or film. The combination of the light-sensitive substances with the polyurethane can be effective in any desired manner, for example, by mixing in a melt, by impression, by diffusion and subsequent precipitation, etc. "Kodak Monthly Abstract Bulletin" 31, No. 12, December, 1945, p. 405.

**\*Photogravure — Exposure Meters in the Studio.** H. M. Cartwright. "Process Engraver's Monthly" 53, No. 628, April, 1946, p. 101 (1 page). The author discusses the use of exposure meters in the technical studio, with special emphasis on the visual photometer form of exposure meter designed by Dunn and Plant. One important feature of this instrument is

### A Correction

In the abstracts published in May the article on photo gelatin credited to *American Photography*, was actually published in *The American Printer*, March, 1946, Pp. 22 to 24.

its small acceptance angle, which is stated to be about half a degree, which makes it possible to base exposure on light reflected from the darkest part of the subject as well as to measure the darkest and the lightest parts to find the total brightness range. Other features include the long range of intensities covered by it and its sensitivity which permits readings to be taken in moonlight or in dark interiors. The uses of this instrument in general photography, and in the copying studio, as well as in the technical studio, are considered.

**\*Photo-Lithography — Dot Etching.** A. Haigh and H. M. Cartwright. "Process Engraver's Monthly" 53, No. 628, April, 1946, p. 106 (1 page). In dot etching, when the positives have received their preliminary general reduction, it is often possible to effect all the retouching by local reduction with the brush. Large areas requiring uniform dot etching however are best reduced in a bath. The staging procedure is described and two alternative methods of local reduction are presented. Instructions are also given for removing the staging paint, when retouching is complete, and for final fixing and washing.

**\*Lenses.** J. S. Mertle. "Modern Lithographer and Offset Printer" XLII, No. 3, March, 1945, pp. 50, 52 (2 pages). The author tells how to choose and use the correct lens for monochrome and color work. It should be remembered that a process lens is primarily for copying and therefore the optical corrections are directed more to same-size images than to distant ones, as in ordinary lenses; also the lenses are used at relatively small apertures—seldom larger than F. 11. For black and white work, a lens of comparatively simple optical design can be used. For color work many additional characteristics must be introduced to ensure that each color is brought to focus at the same plane. Also discussed are: relation between definition and aperture, anastigmat and apochromat lenses, relation of lens to plate, and an infra-red technique developed.

### Planographic Printing Surfaces

**Application of Light-Sensitive Substances to Plates, Films, or Photomechanical Printing Sheets of Superpolyamides.** I. G. Farbenindustrie. "Danish Patent No. 60,806" (February 24, 1940). Light-sensitive organic or inorganic substances are applied to plates, films, or photomechanical printing sheets of superpolyamides. Preferably, stretched supports are employed. The stretching can also be done after the application of the light-sensitive layer. Such sheets are suit-

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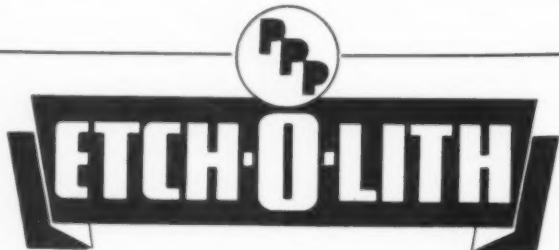
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LOS ANGELES

able as optical polarizers, for which purpose they may be dyed with dichroic substantive cotton dyes. "Kodak Monthly Abstract Bulletin" 31, No. 12, December, 1945, p. 404.

**Use of Colloidal Layer as Printing Surface.** I. G. Farbenindustrie. "French Patent No. 878,037" (December 26, 1941). As a printing surface for a duplicating process, a strongly hardened colloid layer with the addition of solid or liquid hygroscopic substances is employed which is not thicker than 0.1 mm., even when swollen. This is written upon with a typewriter or by hand with a dye containing a bichromate. The hardening action of this upon the layer is intensified by treating the layer with solutions of hydroxylaminehydrochloride, hydrazinehydrochloride, or similar compounds in organic solvents. Exposure to light is then no longer necessary. After sufficient moistening, the surface treated in this manner is suitable for planographic printing with a hand or mechanical press. Textiles, paper, metal foil, cellulose ester films, and artificial resin films are employed as a base for the colloidal layer. "Kodak Monthly Abstract Bulletin" 31, No. 12, December, 1945, p. 411.

**Repellent Solutions for Planographic Printing Plates.** Charles H. Van Dusen, Jr., assignor to Addressograph-Multigraph Corporation. "U. S. Patent No. 2,393,875" (January 29, 1946). A composition for etching and dampening planographic printing plates comprises an aqueous solution of  $(\text{NH}_4)_2\text{H}_2\text{PO}_4$ ,  $\text{Ni}(\text{NO}_3)_2 \cdot 6\text{H}_2\text{O}$ ,  $\text{NH}_4\text{NO}_3$ , diethylene glycol and  $\text{CH}_2\text{O}$ . In place of diethylene glycol equivalent quantities of ethylene glycol or propylene glycol may be employed. The glycols may be replaced with certain water-soluble invert sugars. In place of  $\text{CH}_2\text{O}$ , other water-soluble aldehydes may be used, such as  $\text{AcH}$ ,  $\text{BzH}$ . "Chemical Abstracts" 40, No. 7, April 10, 1946, pp. 1955-6.

**Surface Useful Materials.** Cole Coolidge, assignor to E. I. du Pont de Nemours and Company. "U. S. Patent No. 2,399,208" (April 30, 1946). An improved process of making a planographic printing plate which comprises providing a suitable base, coating said base with a substantially completely hydrolyzed vinyl acetate-ethylene polymer having, after hydrolysis, from 3-30% ethylene in the copolymer and selectively locating grease-receptive printing layers on the interpolymer surface. "Official Gazette" 585, No. 5, April 30, 1946, p. 697.

#### Equipment

**Humidifying Unit.** Spraying Systems Company. "Chemical Industries" 58, No. 4, April, 1946, p. 624. The new

industrial humidifying unit produced by Spraying Systems Company introduces a departure from conventional methods in that the entire, compact unit is delivered ready for installation. It is made with two or four nozzle units with humidistat control and the nozzles can be set at various angles to increase efficiency of moisture distribution. Siphon type humidifying nozzles are used which utilize compressed air, mixed externally, producing an exceedingly fine, round (full cone) spray. A complete two-nozzle unit is shown in an accompanying illustration.

#### Paper and Ink

**Phycocolloids: Useful Seaweed Polysaccharides.** C. K. Tseng. "Colloid Chemistry" 6, 1946, pp. 629-734. A comprehensive paper covering agar, carrageenin, algin, laminarin, their manufacture, chemistry, raw material, and uses. Irish moss, funorin, kelps, Japanese and other processes; gels and their behavior are treated in detail. Uses include foods; baked goods; dairy products; confectionery; pharmacy; cosmetics, bacteriology; dental molds; textile sizings, finishes and fibers; paper; paints; latex. "Chemical Abstracts" 40, No. 8, April 20, 1946, p. 2245.

**Coating Compositions for Paper and the Like.** Chester G. Landes, assignor to American Cyanamid Company. "U. S. Patent No. 2,399,489" (April 30, 1946). A coating composition having a pH within the range 4.0 to 7.0 and having a total solids content of from about 20 per cent to 65 per cent by weight comprising a mineral pigment, an alkali metal polyphosphate dispersing agent, starch in amounts of from about 15 per cent to 40 per cent by weight of the dry weight of the pigments, a member of the group consisting of acid-curing urealdehyde and melamine-aldehyde condensation products in amounts of from 5 per cent to 50 per cent by weight of the weight of the starch and an acidic curing catalyst for said condensation product. "Official Gazette" 585, No. 5, April 30, 1946, p. 765.

**Printing Ink.** John W. Kroeger and Harry F. O'Connor, assignor to F. H. Levey Company, Inc. "Canadian Patent No. 432,154" (December 25, 1945). The ink comprises a pigment and a vehicle consisting of a mixture of non-resinous, thermo-setting liquid condensates of a monohydric phenol or its C-alkylated products with  $\text{HCHO}$  admixed with a polyhydric alcohol. The liquid keeps its liquidity and chemical composition on standing at normal temperatures, but forms into a solid resin at elevated temperatures. "Chemical Abstracts" 40, No. 7, April 10, 1946, p. 2010.

**Drying Oils and Method for the Preparation Thereof.** Fred J. Stark

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and George H. Slack, assignors to Fred J. Stark, George H. Slack, R. M. Rutledge, and Harry A. Hirst. "U. S. Patent No. 2,399,697" (May 7, 1946). A method of producing a drying oil which comprises chlorinating a soy bean oil by the action of nascent chlorine and then subjecting the reaction product to the action of nascent oxygen. "Official Gazette" 586, No. 1, May 7, 1946, p. 76.

\*Zein—Its Use in Coatings. T. T. Collins, Jr. "Paper Industry and Paper World" 27, No. 12, March 1946, pp. 1810-1816 (7 pages).

#### General

\*The Measurement of Tone Reproduction of Halftone Prints and Uniformity of Solid Prints. R. Buchdahl, M. F. Polglase, and H. C. Schwalbe. "Paper Trade Journal" 122, No. 18, May 2, 1946, pp. 41-5 (5 pages). The measurement of tone reproduction quality is based on the assumption that the tone values of an ideal print are identical to the tone values predicted by the printing plate. The actual tone values, expressed as densities, are obtained from the spectrophotometric measurements of brightness. Ideal densities are calculated from the print and non-print areas of the printing plate, and the brightnesses of the unprinted paper and the solid print. The deviation of the actual tone values from the theoretical tone values has been used as the objective measure of tone reproduction.

#### Miscellaneous

The Skin and Its Technological Hazards. Frank C. Combes. "Colloid Chemistry" 6, 1946, pp. 742-81. Occupations are listed, together with the hazards involved, and preventive measures are suggested. "Chemical Abstracts" 40, No. 8, April 20, 1946, pp. 2243-4.

Method of Forming a Drawing Surface. G. F. Nadeau, E. H. Hilborn and C. S. Hunter, assignors to Eastman Kodak Company. "U. S. Patent No. 2,386,626" (January 30, 1943). A method of forming a drawing surface comprises dissolving soluble salts from a preformed cellulose ester sheet containing insoluble crystalline particles. "Kodak Monthly Abstract Bulletin" 32, No. 2, February, 1946, p. 62.

Prevention of Occupational Dermatitis in Lithography. Louis Schwartz and Leon Goldman. "Lithographic Technical Foundation," 131 East 39th

FOR SALE — Webendorfer Offset Press. 12" x 18". Good condition. Used two and one-half years. Bought in 1933. Two sets rollers. Four hundred used zinc plates. Can be demonstrated in Pittsburgh. Box 415, MODERN LITHOGRAPHY.

Street, New York 16, New York. The causes and effects of 'chromic poisoning' are described and a list is given of the direct irritants and sensitizers.

\*Revolutionary Realities and Immi-

nent Developments in the Printing Industry. J. L. Frazier. "Inland Printer" 117, No. 2, May, 1946, pp. 31-37 (7 pages). The author describes some of the new ideas and developments in the lithographic industry.

## CLASSIFIED

All classified advertisements are charged for at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment, where the rate is five cents per word, \$1.00 minimum. Address all replies to Classified Advertisements with Box Number, care of Modern Lithography, 254 W. 31st St., New York 1. Closing date: 1st of month.

#### Help Wanted:

EXPERIENCED ARTIST with original ideas for fancy labels to create color sketches with precise lettering—some dot etching. Have most modern air-conditioning plant in the Middle West. Address Box 388, c/o MODERN LITHOGRAPHY.

PRESSMAN CAPABLE of high quality work. Also cameraman and layout man. Excellent opportunities. Commercial Photo Offset Co., 220 East Washington St., Syracuse 2, New York.

POSTER ARTIST, dot etch artists, steady employment. McCandlish Lithograph Corp., Roberts Avenue and Stokley Street, Philadelphia 20, Pa.

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LITHOGRAPHIC PRESSMAN: Experienced Harris pressmen and operators wanted for night shift work by old established lithographic house in Boston, Massachusetts. Good wages, with opportunity to increase by production. Paid vacations, and good working conditions. Must be union or willing to join union. Give full information regarding age, experience, previous positions, and availability. Address Box 390, c/o MODERN LITHOGRAPHY.

PRINTING INK SALESMAN: If you have a knowledge of the process of printing ink manufacture, and if you have had experience in the selling of high grade printing and lithographing inks, this ad. is for you. We are in position to make an exceptional offer to the man who is anxious to advance in this field. All correspondence held in strict confidence. Address Box 391, c/o MODERN LITHOGRAPHY.

PRODUCTION MANAGER and foreman combined in straight lithograph plant. Must know color work and bindery department. Should know something about Harris presses. Location Ohio. Give outline of experience and places employed. References strictly confidential until permission given to contact. Salary open. Address Box 392, c/o MODERN LITHOGRAPHY.

REQUIRED BY SOUTH AFRICAN FIRM OF LITHOGRAPHERS—

(1) ARTIST—Must be particularly qualified in designing of labels. Preferably to have knowledge of Photo Litho Process. (2) PHOTO-LITHOGRAPHER must be camera man and plate making expert. Must be capable taking full charge of complete photolitho department and willing to train and supervise staff. When applying, kindly submit specimens of work and advise details regarding age, experience and salary. Principal of above South African firm will be in New York during June and July possibly August 1946. Write for interview to "MAX" c/o J. A. Ewing McDonald Inc., Greeley Square Building, 101 West 31st Street, New York.

YOUNG MAN for assistant to production manager to learn estimating in lithographing plant. Prefer man about 25 years with some college training in engineering or its equivalent. Applicant must have good knowledge of mathematics. Good future with growing firm. Some knowledge of lithography helpful. Address Box 393, c/o MODERN LITHOGRAPHY.

ARTIST: Experienced in all phases of fine label work. To take charge of Art Department as working foreman; black and white drawing. Continuous tone color correction, etc.; sketching desirable—by an old established house in Baltimore. Correspondence confidential. Address Box 394, c/o MODERN LITHOGRAPHY.

PRESSMAN: Webendorfer 22x29. High grade color house, New York area. Only man accustomed to earning higher than scale wages wanted. Permanent. Write in detail. Address box 395, c/o MODERN LITHOGRAPHY.

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**PRESSMAN:** Offset on 17x22 Webendorfer. Must be capable of high quality work. In reply give references and wages expected. Permanent job. Hubbard, Inc. 1188 Main St., Bridgeport, Conn.

#### **Position Wanted:**

**CAPABLE CAMERAMAN** with A-1 references wants permanent position. First class half-tone and duo-tone negs., some color experience. Union or non-union shop. Address Box 397, c/o MODERN LITHOGRAPHY.

**POSITION WANTED:** Man with 19 years' experience as cameraman, layoutman and platemaker, seven years as dept. foreman and assistant superintendent, seeks connection with small or medium-sized progressive concern as working foreman or in an entirely supervisory capacity. Address Box 398, c/o MODERN LITHOGRAPHY.

**WANTED:** Position as foreman or working foreman in platemaking department, 20 years' experience on high class work. Capable work planning. Considerable experience in dark room. Willing to move anywhere in U.S.A. Address Box 400, c/o MODERN LITHOGRAPHY.

**PRINTER, LITHOGRAPHER,** Commercial Photographer. Twenty-one years' practical production and supervisory service with highest recommendations. Executive with rock-solid background and enthusiasm for quality printing. Address Box 401, c/o MODERN LITHOGRAPHY.

**POSITION WANTED:** Middle-aged man with over 30 years' experience in lithography business seeks position as foreman or superintendent of litho plant on the West Coast. Address Box 402, c/o MODERN LITHOGRAPHY.

**PHOTO-LITHOGRAPHER:** Combination camera man and platemaker, experienced color separation, masking, contact screen and other advanced methods. Albumen, deep etch and photo-composing. Twelve years' experience and technical training. Desires position as superintendent or working foreman. Address Box 403, c/o MODERN LITHOGRAPHY.

**VETERAN:** Seeking position as operator. Two years' experience on multi

color and sheet fed Webendorfer presses. Would like a position with advancement. Will work in New York City area only. Good references. Address Box 403, c/o MODERN LITHOGRAPHY.

**SITUATION WANTED:** Production Manager, 30 years old, married, college graduate, veteran, extensive litho experience. Address Box 405, c/o MODERN LITHOGRAPHY.

**VETERAN:** Four years' army experience. Desires position as cameraman. Some halftone experience, some stripping. Address Box 406, c/o MODERN LITHOGRAPHY.

**COLOR, DOT ETCH ARTIST:** Experienced in work on four color positives and negatives, eligible for GI training program, seeks position with company offering apprentice-training under this plan. Can show samples of work. Address Box 407, c/o MODERN LITHOGRAPHY.

**PHOTO - LITHOGRAPHER:** Veteran, six years' experience. Halftone, continuous tone and color separation. Expert worker. Thoroughly experienced. Excellent references. Address Box 408, c/o MODERN LITHOGRAPHY.

**VETERAN:** Age 33. Lithographic Artists, Color separator, Stripper, some dot etching, with photo engraving experience—2½ years with topographic unit in the army. Address Box 410, c/o MODERN LITHOGRAPHY.

**POSITION WANTED:** Veteran, 31, Offset Pressman, nine years' experience, Harris and Webendorfer sheet fed, also multi color web fed presses. Prefer New York or vicinity. Would locate elsewhere. Address Box 411, c/o MODERN LITHOGRAPHY.

**VETERAN:** 37, estimating, production, follow up, locate N. Y. State or vicinity of Greater N. Y. Address Box 412, c/o MODERN LITHOGRAPHY.

#### **Opportunities:**

**EXPERIENCED CAMERAMAN** and platemaker, age 37, with some sales experience will buy share in small offset plant or willing to start plant on partnership basis with expe-

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rienced pressmen. Address Box 399, c/o MODERN LITHOGRAPHY.

**COMMERCIAL ARTIST:** Will invest \$10,000 and services for interest in small active plant, New York area. Address Box 409, c/o MODERN LITHOGRAPHY.

**OFFSET PRESSMAN** with complete knowledge of camera, and platemaking. Production Minded. Interested in becoming affiliated financially with established Drug Label House. Address A. C. McCrum, P. O. Box 5925, Kansas City, Missouri.

#### **Wanted:**

**WANTED FOR IMMEDIATE PURCHASE:** One lithographic camera: minimum focus lens of 24 inches. Screen of 133 lines per square inch. With complete set of color selecting filters. Mounted on optical glass. If not new available, would consider offer of second hand one in perfect condition, also, if one available of slightly different specifications. All shipping arrangements to be taken care of by purchasers. Cash payment to be made in New York. Write by air mail only to Empresa Litografica, S.A., Apartado Aereo No. 163, Barranquilla, Colombia, So. Am.

**WANTED:** Rotogravure Printing Presses—Web of Sheet Fed Copper Cylinders, Cellophane Slitters—Sheeters. Allen Macey Company, 80 Boylston Street, Boston 16, Mass.

#### **For Sale:**

**FOR SALE:** One 43" Milwaukee Bronzer, complete with pile delivery and press connection for Offset Press. Price \$2,000.00 f.o.b. our floor in San Francisco. Purchased by us new in 1939 for \$4,285.00. Has had very little use and is in excellent condition. Has an AC motor. Address: Louis Roesch Company, 1886 Mission Street, San Francisco 3, Calif.

**FOR SALE:** Modern Lithograph Business in fast growing central California community. Now running two shifts and unable to handle available volume of business. Has been in business over five years. Equipment includes one 17 x 22 Harris press, one Multilith, one 34½" Diamond Power Cutter, one 24" Montotype camera with Zeiss Lens, one Monotype whirler, one Monotype vacuum frame, one 12 x 18 platen press, three Macbeth lamps and all the miscellaneous equipment to complete a small plant. Address Box 413, c/o MODERN LITHOGRAPHY.

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(Continued on Page 93)

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**FOR SALE:** New all metal vacuum printing frames, plate whirlers, stripping tables; rebuilt printing and camera lamps. Complete plate making equipment. Singer Engineering Co., 248 Mulberry St., New York 12, N. Y. Walker 5-7625.

**FOR SALE:** This month's specials in hi-grade lenses: 6½ x 8½" F8 Zeiss Anast. Ser. 111 in bbl. with Iris \$37.18; 14 x 17 F7.5 B & L Zeiss Anast. Ser. 11A in bbl. \$139.50; 11" F8 Cooke Process Ser. V in bbl. with Iris coated \$117.50; 12" F. 4/5 Carl Meyer Anastigmat in Betax shutter, coated \$199.50; 12" F:4.5 Carl Meyer Anastigmat in bbl., coated \$159.00; 12" F:8 Spencer Process in bbl. with Iris coated, \$142.50; 12¾" F:10 Wollensak Process Velost. in bbl. with iris coated, \$119.50; 13" F:8 Cooke Ser. V. Process in bbl. with iris, \$99.50; 15½" F:12.5 Zeiss Anast. in bbl. with iris coated, \$99.50; F11 Goerz Alethar Ser. V. in bbl., with iris coated, \$142.50; 18" F:10 Wollensak Process Velost. in bbl. with iris coated, \$164.50; 18" F:8 Graf Super Anast. in bbl. with iris coated, \$153.50; 18" F:8 Spencer Levy Apochromatic Process in bbl. with iris coated, \$151.50; 18" F:10 Graf Process Anast. in bbl. with iris coated, \$139.50; 19¾" F:10 Eastern Anast. in bbl. with iris coated, \$181.50; 21" F:10 B&L Anast. in bbl. with iris coated, \$261.50; 22" F:16 Harrigon in bbl. with iris, \$34.50; 24" F:9 Luxor Process in bbl. with iris coated, \$139.50; 30" F:8 Voigtlander Eury-scope in bbl. with stops, \$88.50; 30" F:10 Wollensak Process in bbl. coated, \$349.50; 38" F11 Zeiss Anast. Ser. V. in bbl. with water house stops, \$189.50; 39" F:8 Rapid Rectilinear in bbl. with water house stops, \$99.50. Many others. Send today for lens list CL446. Will pay spot cash for your surplus lenses. Tell us what you have or send them in for appraisal. Write today. Burke & James, Inc., 321 So. Wabash, Chicago 4, Illinois.

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## ADVERTISERS' INDEX

**JUNE, 1946**

Acme Litho Plate Graining Co.....	May	Lanston Monotype Machine Co.....	May
Aljen Service .....	May	Lawson Co., E. P.....	4
Aldine Paper Co., Inc.....	May	Litho Chemical & Supply Co.....	9
American Graded Sand Co.....	13	Lithographic Plate Graining Co., of	
American Type Founders.....	46	America, Inc. ....	74
American Writing Paper Corp.....	54	Macbeth Arc Lamp Co.....	May
Anso.....	18	Mallinckrodt Chemical Works.....	80
Arvey Corp. ....	May	Mark & Sons, John G.....	90
Bartels Co., Gordon.....	92	Maxwell Paper Mills.....	Bet. 50 & 51
Baum, Russell Ernest.....	90	McLaurin-Jones Co. ....	May
Beccard Co., E. B.....	72	Mead Corp., The.....	10
Bensing Bros. & Deeney.....	90	Merc & Co., Inc.....	39
Bingham's, Sam'l, Son Mfg. Co.....	36	Miehle Printing Press & Mfg. Co.....	May
Bingham Bros. Co.....	88	Miller Printing Machinery Co.....	May
Brown Bridge Mills .....	May	Mohawk Paper Mills, Inc.....	22
Bryant Paper Co.....	60	Moore Laboratories .....	May
Bulkley, Dunton & Co.....	7	Natl. Assn. of Photo-Lithographers..	16
California Ink Co., Inc.....	92	National Carbon Company.....	May
Cantine Co., Martin.....	May	Neenah Paper Co.....	62
Carew Mfg. Co.....	May	Nekoosa-Edwards Paper Co.....	48
Central Compounding Co.....	64	Norman-Willets Graphic Supply Co..	88
Champion Paper and Fibre Co.....	24	Northwest Paper Co., The.....	15
Champlain Co., Inc.....	May	Oxford Paper Co.....	8
Chillicothe Paper Co.....	May	Paper Sales Corp.....	66
Coxhead Corp., Ralph C.....	68	Parker Printing Preparations Co.....	86
Craftint Mfg. Co.....	May	Parsons Paper Co.....	May
Cramer, G. Dry Plate Co.....	76	Photo Litho Plate Graining Co., The	88
Crescent Ink & Color Co. of Penn.....	May	Phillips & Jacobs.....	42
Crocker-McElwain Co.....	May	Pitman, Harold M.....	23
Damco Roller Covering Co.....	86	Printing Machinery Co.....	70
Dayton Rubber Mfg., The.....	21	Process Litho Arts, Inc.....	72
Douthitt Corp.....	May	Rathbun & Bird Co.....	92
Driscoll, Martin, Co.....	70	Reliable Lithographic Plate Co.....	May
Du Pont, E. I., de Nemours & Co.....	56	Rising Paper Co.....	May
Eastern Corp.....	Facing 19	Roosen, H. D., Co.....	May
Eastman Kodak Co.....	35	Roberts & Porter, Inc.....	50
Esleeck Mfg. Co.....	87	Rutherford Machinery Co., Div.	
Fitchburg Paper Co.....	52	General Printing Ink Corp.....	May
Fox River Paper Co.....	20	Senefelder Co., Inc.....	2nd Cover
Fuchs & Lang Div.....	Facing 18, and 92	Shostal Press Agency.....	90
Gaetjens, Berger & Wirth, Inc.....	74	Siebold, J. H., & C. B., Inc.....	May
Godfrey Roller Co.....	66	Sinclair & Carroll Co.....	19
Goerz American Optical Co., C. P.....	76	Sinclair & Valentine Co.....	6 & 12
Graphic Arts Corp.....	11	Sleight Metallic Ink Companies.....	86
Gummed Products Co.....	68	Southworth Machine Co.....	83
Hammer Dry Plate & Film Co.....	92	Standard Tag Co.....	80
Hammermill Paper Co.....	3	Stevenson Photo Color Separation Co.	86
Handschy, A. E., Co.....	88	Strathmore Paper Co.....	58
Harris-Seybold Co.....	37 & 4th Cover	Syntron Co.....	84
Howard Paper Mills.....	Bet. 50 & 51	Tauber's Book Bindery.....	78
Hoe, R., & Co.....	38	Tickle, Arthur, Engineering Works,	
Hunt, Philip A., Co.....	82	Inc.....	17
Ideal Roller & Mfg. Co.....	May	United Mfg. Co.....	May
Illinois Zinc Co.....	86	U. S. Envelope Co.....	May
International Paper Co.....	3rd Cover	Vulcan Proofing Co.....	May
International Press Cleaner & Mfg.		Warren, S. D., Co.....	May
Co. ....	May	Weston, Byron, Co.....	May
International Printing Ink.....	14	Wettsall Co.....	92
Johnson Co., Charles Eneu.....	May	Whiting Paper Co.....	64
Justrite Mfg. Co.....	90	Whiting-Plover Paper Co.....	May
Kimble Electric Co.....	80	Zarwell, H. D.....	May
LaMonte, Geo., & Son.....	44	Zarkin Machine Co.....	40

(The Advertisers' Index has been carefully checked but no responsibility can be assumed for any omission.)



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*Member, Audit Bureau of Circulation*

## TALE ENDS

**T**IME, INC., is reported by *Advertising Age* to be conducting more extensive experiments than any newspaper for simultaneous publication in several key cities using radio facsimile transmission. These experiments include the development of photo offset presses, the transmission by radio of page proofs for reception on aluminum plates which can be prepared immediately and used directly on the presses, and a revised editorial, circulation and production system to accommodate the new setup.

According to these reports, the cover and some inside advertising pages would be printed in Chicago and shipped to key cities, including San Francisco and New Orleans. The other pages would be transmitted by facsimile for simultaneous printing in Jersey City, Chicago, San Francisco and New Orleans. In addition, content of the various regional editions of *Time* and *Life* would be varied to meet local interests, and special local news forms would be made available to regional advertisers.

★

James A. Richard, a press foreman at Zabel Bros. Co., Philadelphia, is believed to hold some sort of a record for youthfulness. He started with the company when he was 14 and by the time he was 16 had become a pressman. That was more than 30 years ago, and today, in his middle 40s he has piled up an unusual number of years of experience. Then, too, Mr. Richard is the third generation of his family to carry on in lithography. His grandfather, James Richard was a lithographic stone grinder, and his father, Wallace Richard, is still with Zabel Bros. with more than 50 years in the trade behind him.

★

The paper situation being what it is, extra issues of ML are still in short supply. So renew your subscription when you get the pink notice. Then you won't miss any copies.

**MODERN LITHOGRAPHY**



## “how many hours can a printer save each year?”

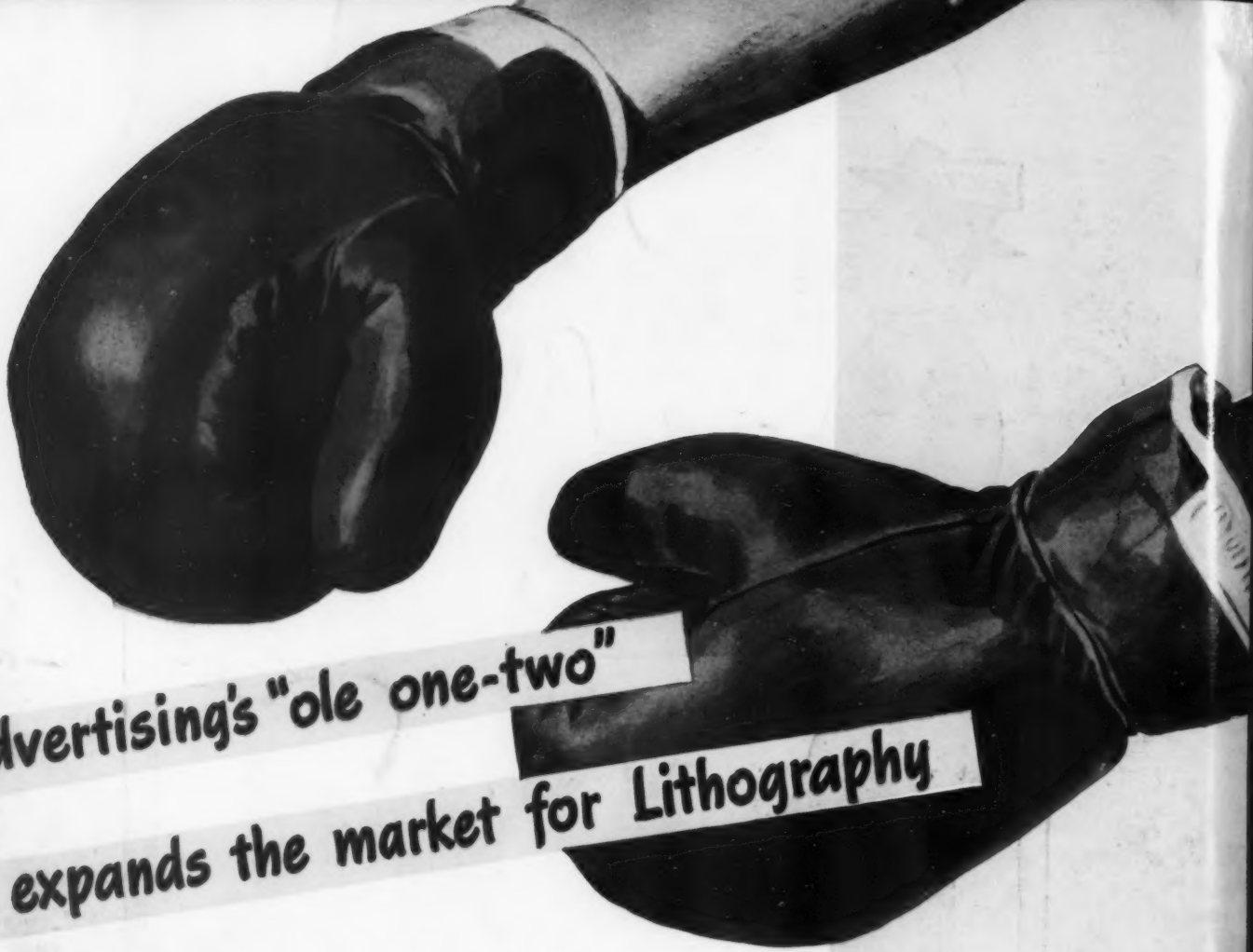
We don't pretend that we can give you the exact figures . . . but we do know that any printer who uses **INTERNATIONAL OFFSET** saves *plenty* of press time.

That's because **INTERNATIONAL OFFSET** is specially made to give the most productive kind of press performance—by offset-lithography or letterpress. This flat-lying paper safeguards against curling—speeds up long runs of single or multiple color jobs.

Strong, surface-sized and fuzz free, **INTERNATIONAL OFFSET** can be depended upon when time is short but a quality job is wanted. Naturally it's a top choice with leading lithographers for broadsides, envelope enclosures, brochures or booklets.

This paper is not yet plentiful enough to supply everyone who wants it. As the world's largest maker of papers, however, we are putting all our efforts into increasing production as far as current conditions permit. International Paper Company, 220 East 42nd Street, New York 17, N. Y.





## Advertising's "ole one-two" expands the market for Lithography

The advertising agency's Sunday punch is the full-page, four-color magazine advertisement. But the continuing jabs consist of what account men call *collateral material*.

"Collateral" is right down the offset lithographer's alley—blowups of advertisements, direct mail, booklets, broadsides, and point-of-sale posters and displays. Agencies are buying more of it every year, though the advertising managers they serve continue to be big buyers, too.

In the field of commercial printing, offset is On the March. Harris-Seybold wishes to encourage the trend, for it is the leading manufacturer of offset lithographic presses.

### **HARRIS • SEYBOLD**

HARRIS PRESSES • SEYBOLD CUTTERS • OTHER GRAPHIC ARTS EQUIPMENT

#### **PRODUCTION OF HARRIS PRESSES**

In spite of the heaviest manufacturing program in our history, our shipping promise schedules are already full for many months. If you are planning to buy a Harris-Seybold press or cutter, send us notification now. The date of its receipt determines your scheduled position. Do not expect early delivery.

Harris-Seybold Company,  
General Offices, Cleveland  
5, Ohio.

